

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIV. NEW YORK, MARCH 6, 1901.

No. 10

IT IS THE WATER ♦
THAT KEEPS MOVING
THAT ATTRACTS YOU

Your advertising will not attract unless you keep it moving. You can best do so by using



the papers that have the greatest force, and when you talk of Philadelphia, you must think first of

The RECORD

190,000 Daily, 25c. a line

160,000 Sunday, 20c. a line

Keep posted on our rates and use us to find out what we know of space-using

Four Years of Prosperity

are reasonably certain for the American business world—sound money and protection to industries have their influence all over the country—people will have more money to spend and the shrewd advertiser, who's up early, will catch his full share of it.

Judicious advertising will bring larger returns, because more money is afloat, both for necessities and luxuries.

Advertising matter in newspapers and periodicals increases in volume every year—much of it is indifferent and commonplace. The strong, bold and characteristic kind—the kind that sticks out head and shoulders above the sea of mediocrity—is the kind that **pays**.

It is our desire to work with advertisers, large or small, that can be benefited by our services.

**We Write,
Illustrate, and
Set up Copy.**

ADDRESS

GEO. P. ROWELL & CO.,

Advertising Agents,

10 Spruce St., * New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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SOME AMERICANS ON BRITISH SOIL.

By *Charles C. Schnatterbeck.*

While we are contemplating international industrial agreements, such as the proposed iron and steel combination recently referred to in the daily press, it is noteworthy to remark that we are energetically pushing our advertising in British journals. As in America the individual manufacturer is keenly competing with the trusts and combinations that we have formed and which are catering to the markets of the world. An interesting feature is that both classes of producers advertise usually in the same publications, follow similar methods of typography, and on the whole use large spaces for their cards. Often full-page advertisements are published in the most expensive trade journals, especially by such concerns as the American Bridge Company, the \$70,000,000 bridge combination, which transacts its foreign business through its office in London. Another large advertiser is the United States Cast Iron Pipe and Foundry Company, with a capital of \$30,000,000, but this concern is represented in British markets by Mr. A. A. Cecil Davies, with headquarters in London.

The result of this extensive advertising is shown in our increased export trade to the United Kingdom and its colonies. That our prestige in this direction may be permanent a number of our manufacturers have built branch works in Great Britain, and have incorporated under British laws, while others have opened offices in the leading cities of the Kingdom. Our great success in introducing our wares to foreign consumers in recent years has induced various British manufacturers to buy the patent rights to our

labor saving machines and tools, besides inducing many prominent merchants to act as our selling agents in the home markets. In advertising, these people make special mention of American goods, while others who number among our most aggressive competitors make prominent mention of the fact that their goods are the best made in England at American prices. With each new American advertiser in the British press there is a corresponding increase in the advertising space of the leading local manufacturer, and this is clearly shown by the number of full-page cards that appear in the trade journals.

Among the foremost American advertisers are the manufacturers of tools and machinery, while the most systematic advertising appears to be done by the locomotive and car builders.

In the regular machinery list may be mentioned the Brown Hoisting Machinery Company, of Cleveland, O., which transacts its European business at the London office; the Wellman-Seaver Engineering Company, also of Cleveland, O., manufacturers of the "Wellman" patent electric charging machine for open-hearth and re-heating furnaces, with an office in London; William Sellers & Co., of Philadelphia, Pa., makers of machine tools, solicit business direct, as do also the Lodge & Shipley Machine Tool Company, of Cincinnati, O.; the A. Poole & Son Company, makers of heavy machinery and tools, of Baltimore, Md.; the Pond Machine Tool Company, of Plainfield, N. J., which also acts as agent for the Cincinnati Milling Machine Company; Rankin & Ludington, of Waterbury, Conn.; J. H. Williams & Co., makers of the "Vulcan" pipe wrench, of Brooklyn, N. Y.; and the Michigan Lubri-

cator Company, of Detroit, Mich., which is making a specialty of its lubricator of engines, etc. The Joseph Dixon Crucible Company, in the same line, does its business through its London office, and so do Jenkin Brothers, of New York, who manufacture packing and valves. The "Penberthy" injector is handled exclusively in British markets by W. H. Willcox & Co., of London. "Vacuum" patent locomotive sight feed lubricator oil, made by the Vacuum Oil Company, of Rochester and Olean, N. Y., is sold abroad by the general manager, H. B. Case, with office in London. The Edward P. Allis Company, of Milwaukee, Wis., which has been doing such a large export business, is represented abroad by Robert W. Blackwell & Co., Limited, of London. The C. & C. Electric Company, of New York, and the Goubert Manufacturing Company, also of New York, are both represented by C. R. Heap, of London. The R. D. Nuttall Company, makers of gear wheels, of Pittsburg, Pa., have as agents in the British Isles the Electric Tramway Equipment Company, of Birmingham, Eng. The Buffalo blowers and fans, and the New York air compressors are handled in large quantities by J. W. Jackson & Co., of London. The Detroit Lubricator Company is represented by James Hartley & Co., of Manchester, and by John Macdonald & Son, Glasgow. The Chicago Rawhide Manufacturing Company, of Chicago, is selling its rawhide belting in European countries through its agent, Mr. S. Schreiber, who has headquarters in London. All the manufacturers mentioned above carry large advertising space.

Of the locomotive and car builders the principal advertisers are the Baldwin Locomotive Works, of Philadelphia, Pa., whose general agents are Messrs. Sanders & Co., of London; the Richmond Locomotive and Machine Works, of Richmond, Va., represented by G. W. Ettenger, of London; the Pittsburg Locomotive Works, of Pittsburg, Pa., which has a London office; the Schenectady Locomotive Works, of Pittsburg, Pa., which solicits orders direct; the

Brooks Locomotive Works, of Dunkirk, N. Y., whose London agents are S. W. Carlton & Co.; and last, but not least, the Pullman Company, of Pullman, Ill., which has its office in London.

There are many other large advertisers, but those named will suffice to show that Americans regard advertising as an indispensable method of introducing their goods to the markets of the world.

ROSEBERY'S SARCASM.

From Lord Rosebery's recent speech in London Our commercial travelers, we are told, are both insufficient and inadequately equipped with foreign languages. They are not enough of them and they are not quite good enough for their work. And there is the same complaint that our forms and methods of advertisement are as inadequate as our commercial travelers. That is a charge, I confess, I read with surprise. The whole age is an age of advertisement. Authors, actors, statesmen, singers—I do not care to particularize any more categories—all are engaged in a great holy war of advertisement, and it does seem very hard that we should fall short in doing that for our goods which we do so successfully for ourselves.

ITS NECESSARY FACTOR.

Original advertising is never good advertising unless it has a great deal of common sense in it.—*White's Sayings*.



THIS BIG DRUG HOUSE OF ST. LOUIS IS ADVERTISING ST. LOUIS MORE THAN ITSELF IN ITS PRESENT ANNOUNCEMENTS, ONE OF WHICH IS ABOVE REPRODUCED.

THE TRADING-STAMP BOOMER.

"The coupon style of advertising is best adapted for small merchants off of the main streets, and was originally planned," says Mr. W. M. Savage, of Columbus, Ohio, in an interview, "to keep trade at the corner grocery or store in place of going downtown.

"The first thing the coupon man does is to select a good large city to open up. Then he goes in and rents a good room in the most prominent street, selects a name, fits up the room with counters, shelves, etc., and makes the room attractive. Then he puts in his stock of premiums, which almost always look alike, consisting of pictures of the lithograph and colored variety, small easel panel pictures and a few fine pictures in good gold leaf frames, wall pockets, hanging hat racks, book shelves, music racks, center tables, three or four sizes rocking chairs, four or five grades; china and glass dishes, bisque figures, fancy china and glass vases, pressed gold-top glassware lamps, silver tea and coffee sets, child's mugs, pickle castors, knives and forks, two or three grades; spoons, butter knives and sugar shells, ladles, berry spoons and a few handsome pieces in best quality plated ware, good sized rugs, a camera, a wheel or sewing machine, air gun and flobert rifle, to be used as first, second and third prizes. When the store is in good arrangement he gets out some printed contracts for merchants to sign, and large cards displaying cuts of different articles to be given away to all customers who deal at certain stores, *all free*. A full assortment of coupons are gotten up in large lots, say 50,000 of different denominations—five cents, ten cents, fifteen cents, twenty cents, twenty-five cents, fifty cents, one dollar, two dollars, five dollars and ten dollars. Each on a different colored cardboard.

"With some of each denomination in hand he starts out to get his customers, or organize the town, as it is called, 'in the biz.' He selects a good-sized store first

and explains his system to the proprietor as follows: 'In all other cities the size of yours the grocers are offering some inducement to their customers to buy for cash and stop the troublesome book account, which is such a drawback to all dealers—the loss on book accounts figures up in a year's time to ten per cent. Now, we have a system of giving premiums to each and every one of your customers who will trade with you for cash. We have fitted up a nice store at — street, and have a lease for two years on same and we are here to stay. We furnish you with all printed matter, circulars, window cards, coupons, coupon rack, to hold the signed coupons, and a rubber stamp, with your name, so you can stamp coupons quickly. Now, to put this system in operation you will give each of your cash customers a coupon to the amount of their purchase, say for a twenty-five cent sale give a twenty-five cent coupon, and so on. Ask your customers if they will not try to discontinue their book account and thereby receive handsome premiums. When the coupons have been saved for a week or so and amounting to four dollars or over, let the customers come in and look at our coupon store and examine the large stock of premiums which they can get for different amounts. The young lady in charge will count the coupons and then show the customer all the different articles she will be entitled to for the amount of coupons she has saved. If she decides she would rather have a better premium, she may retain her tickets and call again in a week or so and get that which will be useful to her. When one of your customers has cashed her coupons she will at once show her neighbor what she has received by trading with you, and as you are the only grocer who will have the system within three blocks on either side of this point, you will find your trade greatly increasing. You may not give 'mons on all your goods, say sugar, flour and eggs, but this fact must be set forth on the circulars we furnish you, to

give the customers, explaining the system to them. After we have taken the coupons from your customers they are sorted for, among them we may find a few from the baker, the butcher, the drug man and so on. Each of our customers has a running account with us, and we have a large rack in which all coupons of yours taken in by us, for which we have given premiums, are kept. When we have a fair quantity of them we count up the total of same and figure out the cost of the goods we have given on them; this is then what you owe us. We have found by large experience that we can cash your coupons for three per cent, or will deliver to your customer a three dollar article for \$100 in coupons. As we have a great many of these stores in our system in other cities we become jobbers, and buy in large lots, we can furnish these goods at less cost to you than you can buy them at any store. We charge you a fee of \$2, which will pay for the printed matter we give you, and you will be entitled to all the coupons you will need for the next two years, as the contract is signed, merchant agreeing to give coupons on all cash sales, to redeem his coupons at three per cent, to give on cash sales only, and to pay all bills promptly on presentation of the redeemed coupons, signed by him, which shall be a receipt for money paid us.

"We are off for the next merchant, whom we try to get very near to No. 1, but not in the same line, and great caution must be observed that the businesses do not conflict. Invite everybody you talk with to come and see the store some evening and have a chat and a smoke with you. Soon the merchants will all want coupons, and they come to you and lay down their two dollars. The agents and solicitors all go out securing new names. In a few weeks you have as many as you think will be a paying number, so you publish the names of all the merchants classified with addresses in folder form and have one left in each house in town; also put in a half-page ad in the

paper, giving everybody a chance to learn of the new store, where money will not buy its goods, but everything free by trading for cash at the following stores—be sure and ask for a coupon.

"One gentleman bought a \$200 picture for his home, by asking for a coupon on each purchase he made in three months."—*Fame*.

TOO MUCH IN LITTLE.

One of the worst mistakes made by the small advertiser is to endeavor to include too many articles in a single announcement. Genius itself could hardly make anything but a jumble of a three-inch advertisement which tries to tell four different stories. It would be far better to buy two inches of space and use it for one article. Strength and character could then be put in the advertisement; it could be made to stand out and do good work as a "puller"; but every addition made to the number of articles advertised detracts from the strength of the whole.

Another evil inseparable from this crowding is the lessened importance given the items which appear in the jumbled body of the advertisement. No wording can raise them to the level of the leading feature; they even—and this is adding insult to injury—appear to the uninitiated as fillers, and are passed over without notice. If you have four articles to advertise take four inches of space in different parts of the paper, and you will get better results than from a four-inch advertisement telling the story of the whole, because each will be clear and stand out from the rest. The four times that the firm name meets the eye will also have a value of its own; it will be reiteration—the "keeping everlastingly at it" in which lies success.—*Fame*.

IN THE PRESENT CENTURY.

The coming adwriter will study the thing advertised rather than the way the ad is going to look. Not that seemingly ads will go out of fashion, but with attractiveness will come sensible arguments that appeal to the reason of the reader because they are logical and convincing.—*Agricultural Advertising*.

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

AMERICAN PROPRIETARIES
IN ENGLAND.

A TALK WITH MR. J. MORGAN RICHARDS.

Within the past fortnight, I have had the good fortune to obtain a few hints from the matured experience of that doyen of the American proprietary trade, Mr. John Morgan Richards. As is well known, Mr. Morgan Richards was the pioneer of the American invasion which revolutionized business methods in the drug trade of Great Britain, and his opinions on the exploiting of proprietaries are therefore worthy of respect. The world-known business at 46 Holborn Viaduct was established in 1867; but previous to coming to England, Mr. Morgan Richards had acquired much experience of the trade in America. He was practically "brought up," he informed me, in the house of Demas Barnes & Co., of New York, which up to 1870 was considered to have the largest business of the kind in the world. He both advertised and travelled for that firm of patent medicine proprietors and dealers in nearly every town in the United States. In reply to my query respecting the increase in the popularity of American proprietaries in this country, Mr. Richards said he thought the combined sale of American articles exceeded that of the British.

"What three American articles of medicine have the largest sale?" I inquired pointedly.

"I prefer not to distinguish one from another," replied Mr. Morgan Richards diplomatically. "You see, I am personally concerned with several important medicines. I simply refer to aggregates as exceeding the British product."

"Well, what has given the Americans pre-eminence?"

"I think it mainly due to the novelty and efficacy of their products and the more energetic method of reaching the public. I believe in bold advertisement."

His business, he went on to tell me, was (with two exceptions) exclusively in proprietary articles of American origin. He represents sixteen American firms, one

Belgian and one German, and he expends about £250,000 annually in printing, advertising and in medicine stamps. He has no partners, but his two sons are interested in the business, and he has an expert manager in each department, most of his staff having been with him between ten and twenty years. The only medicine of which he is the sole proprietor is lactopeptine—an article which does not conflict in any way with the interests of other medicines for whose sale he is responsible. Hitherto lactopeptine has not been advertised to the general public, being looked upon as practically a medicine for doctors' prescribing.

"Then why have you introduced a 2s. 9d. size after all these years?" I queried.

"Because it brings the medicine within the reach of all classes and the smaller size in tablets is convenient for the waistcoat-pocket."

"Has the South African War had much effect on the sale of American patent medicines?"

"We have, of course, had fewer returns from South Africa recently, but the trade in the main has not suffered."

"What do you think of business prospects for 1901?"

"The outlook, I think, is good. Advertising rates, printing, and the cost of working are much increased; nevertheless, prospects of business are highly favorable."

"Then, do you consider the present time favorable for introducing a new medicine or transplanting one from America?"

"Well, it is not so much a question of time," was the characteristic reply, "as the character of the preparation and the 'sinews of war' to introduce it."

"Are you prepared, then, to take up further agencies yourself?" I asked, little doubting.

"Yes; under satisfactory conditions, of course. I have a complete organization, and it is quite practicable to handle more proprietaries."

Further queries elicited the fact that Mr. Morgan Richards had responsible agents in all the continental cities, in India, the Cape Colonies, Australia and Japan.

He had no established "methods" for introducing medicines; the "method" being invented to suit each particular business.

"Do you regard the exploitation of a new proprietary as a matter that can be reduced to a definite system?" was my next interrogation.

"If you mean a system by which the result can be reduced to a certainty, I would say certainly not," was the definite answer. "There is a variety of causes which may conflict with even the most hopeful schemes. With everything in its favor, a project may fail from some unforeseen or forever-unseen cause. The most successful man is the man who meets with these accidents least often."

"Your own experience in that respect has been happy. I should judge?"

"It has been my good fortune," said Mr. Morgan Richards in conclusion, "to be able to say that hitherto in no case where we have been allowed a free hand, and where the proprietors of an article have undertaken a serious campaign, have we ever been disappointed, and in some instances we have met with exceptional successes."

The truth of the last remark was emphasized by an inspection

of the stock of various proprietaries which are kept on the premises. Mr. Nelson Richards personally conducted me through avenues of cases filled with Carter's Pills, Bromo Seltzer, Antikamnia Gayetty's medicated paper, Colgate's and Eckelaar's toilet preparations and various other things. I watched dext-fingered maidens filling, bottling and labeling Lactopeptine and Williams' Pink Pills, and revelled in the aroma of the nook devoted to Colgate. The system which Mr. Morgan Richards has introduced for checking the output of stock appears so perfect that, spite of the enormous quantities which are handled, the destination of each gross box can be accurately traced.—*Reprinted from the Chemist and Druggist, January 26, 1900.*

OPPORTUNITIES IN TOWNS.

There is an opportunity in every good sized town in the United States for some bright man to establish himself as a writer of retail advertising. He may not be able to write the best ads in the world, but he will certainly write better ads than are now being written by the merchants. He may not make a fabulous income, but he will make more than he can teaching school or clerking in a store.—*New England Grocer.*

THERE is more science in writing an advertisement that will bring results than perhaps in any other form of composition.—*Philadelphia Record.*



FOSSIL CUT FOUND ON A CHICAGO CAFE'S LIST OF DELICACIES.

ADVERTISING TO THE EYES.

It has come to be the correct thing nowadays for people who wish to advertise their goods to select living models, and it must be admitted that the results are most satisfactory. No form in a show window can set off the points of a good corset like the woman who has style in every square inch of her body. No milliner's words can describe the charm of a pretty hat to such purpose as a charming face it may inclose. In like fashion every part of a woman's wardrobe is best advertised through its wear by some dainty woman.

There are actresses who never have to pay a cent for dressmakers and milliners, for both classes of workers tumble over each other in their efforts to secure them as models. There are other women who are walking advertisements for hairdressers and manicures, and others who start the popularity of feminine novelties, and all parties are satisfied. It is the latest and apparently the best form of advertising, and if I had some article which I wished to boom I would select a clever woman to help me by adopting it for her own use and directing attention to it.

The same principle is carried on among the men. Cigars, tobacco and liquors are boomed by men who show an amount of cleverness in the work. The history of the success of many of these articles may be traced to the curiosity excited by men who continually asked for them in places where they knew no such brands were sold. No dealer could be proof against a popular demand for something in which he saw a profit.

This chat was suggested by the beautifully kept nails of a little glove-fitter in one of the Boston stores. Numbers of women come in contact with her every day, and no feminine eye could pass over those pretty nails or fail to feel a curiosity concerning the manicure who puts them in order. Then what will happen? Questions from the patrons and answers by the owner of the nails

and the manicure's business is increased.

A clever dressmaker here in Boston I know to be just this kind of an advertiser. She tries new styles and ideas upon a pretty girl before the public receives them and reaps her reward in her patronage. As for the girl, she revels in new clothes, which are uncommonly pretty, at no greater expense than that for materials. Sometimes a dressmaker can be her own model and then she is in rare luck. It is most fitting that one should be a living exponent of what one expects others to like. A bald-headed man with a hair tonic cannot convince the public of its virtues, real or assumed, but the man of abundant locks, due to nature alone, can cajole the public into buying the most humbugging article ever made up. You can see, therefore, the importance of looking the part you are trying.

A dressmaker who advertises style and charges prices in accordance with it cannot afford to be badly dressed. The milliner who desires to draw patronage must wear dainty hats. The manicure must bear the stamp of her establishment on her hands, and the beauty specialist must be an example of the virtues of her wares. Would you have faith in the physician who is always ailing?

Words go a long way in this world, and we are continually enjoined to "blow our own horn" if we wish to be heard. But what the eyes take in have more real weight when we form our opinions. It is through the eyes that we become really convinced. We judge the qualities of a wife or mother by what we see and not by what we hear. We are prone to judge of workmanship by the appearance of the workers. It is human nature, and we must submit to it if we have anything to gain.—*Boston (Mass.) Traveler.*

Don't say that you haven't the time to attend to your advertising properly. Really, you haven't time to do anything else. Advertising is the most important thing about any business. It is the vital spark. What good does it do you to have the very best thing or the very greatest bargain on earth if people do not know it?

The Plain Dealer

... is To-day the...
Leading "Want" Medium
of Cleveland.

During the months of November, December and January THE PLAIN DEALER published **24,096** separate paid "Want" advertisements and *The Leader* 12,798, a total of nearly two to one in favor of THE PLAIN DEALER.

C. J. BILLSON

Manager Foreign Advertising Department

TRIBUNE BLDG., NEW YORK

STOCK EXCHANGE BLDG., CHICAGO

GOOD RAILROAD ADVERTISING.

By William Green.

The New Jersey, Hudson River Railway and Ferry Company is doing some novel advertising. The company issues an elaborate time table, giving the time at which cars pass intermediate points and containing a map showing the route of the system with views and particulars of the interesting points reached. It is folded to pocket size. One side contains the regular table of running time, made up like a steam railroad schedule, and in addition a large engraving giving a view of New York City from a point on the line. The other side is given up to a map, not only of the system, but of the surrounding region, and is intended particularly to show the territory which can be reached by a bicyclist or pedestrian after leaving the terminal of the road. The object is to induce such persons to use the road for reaching the starting points for their tours. A statement of the steam railroad connections at different points along the line is also given. These time tables are printed by the one hundred thousand and distributed from hotel racks and like places.

The road has also used posters, newspapers and rack advertising to advantage. Its cars have two compartments and consequently three end racks, the fourth being reserved for the register. Each of these three end racks is kept for the company announcements, such as the advertising of special ball games, circus or other local events which would draw traffic to other points along the line. When there is no event of this kind, other seasonal announcements are made. For instance, during the cold weather they had this card in the racks:

SKATING.

Hackensack Ice Pond, terminus Hudson River Line, River Street, Hackensack. Electrically illuminated. Admission free.

Then as an incentive for persons to use the line instead of going by other routes to lower New

York and shopping, they had this card:

SHOPPING IN HARLEM.

The 125th street department and other stores sell as fine goods at prices as low as those in lower New York. Take the Hudson River Line and save car fare and time.

These signs are changed frequently and varied according to the circumstances. As an additional means of advertising the road the company distributes a large number of small cards or "flyers." These are held in racks in the cars within easy reach and bear the words: "Please take one." They are also mailed occasionally to the residents in the various towns traversed.

An idea of the variety of subjects treated may be obtained from the following titles:

"An Evening at the Theater vs. A Night's Trip to the Theater" contains hints on the theaters and music halls within easy reach.

"Shopping in Harlem" tells the variety of shopping facilities in this locality.

"Winter Sports in Bergen County" contains information to the pleasure seeker about golf, skating, bicycling, iceboating, cross-country runs, walking and driving.

"Skating, Hackensack Ice Pond" describes the pond owned by the company, illuminated at night, and in charge of the company's caretakers.

On the reverse side of each of these cards is printed a special time table of the cars which would probably best suit the convenience of patrons. For instance, the theater card gives the evening cars only. There is no doubt that a great deal can be accomplished by these methods of advertising street railroad transportation companies.

DISPLAY.

Display means prominence. It doesn't mean prettiness, although sometimes prettiness is prominent. When an ad catches your eye, it is well displayed. If it stands out of the mass it is well displayed.—*Shoe and Leather Facts*.



The shrewd advertiser will seek as his medium the newspaper which has an increasing circulation. A constant increase of returns is thereby assured and the advertising contract grows in value.—*Zanesville (O.) Recorder*.

THE MAIL ORDER BUSINESS.

To market an article through mail order advertising means to quickly introduce it to the most responsive buying public under the sun. There are millions of people who now look to the advertisements in their favorite family papers to supply nearly all of their wants.

For the mail order business does not consist entirely in catch penny trade with boys and girls, although this trade is a very profitable branch of the mail order business, but everything that a family eats, wears and uses is now sold by mail. The manufacturer who can supply a good article at a low price can quickly build up a profitable business.

The manufacturer can conduct his mail business without causing a revolution in his methods.

The business that he does direct with the consumer would not interfere with his regular trade. It would come from sections of the country where he would not be represented by stores. Should an order come from a section in which he was represented, the sale could be made by allowing the dealer in that section to handle it.

The business that is done by mail is all cash business. Mail order buyers do not expect nor ask for credit.

The business is also done on a low margin[®] of expense. There is no store rent or clerk hire—the only cost to be added to the cost of manufacturing is that of advertising. To get an idea of what it

would cost to attractively advertise an article of merchandise in such a manner as to sell the goods direct from the advertisement, it is only necessary to state that the rate per line per thousand circulation, in the monthlies that circulate among mail order buyers is, after deducting discounts, about one-third of a cent per line per thousand circulation. That would mean that, by using a space of six inches, every thousand papers in which your announcement appears would cost you about 28 cents.

By using a six inch space you can have an advertisement so striking that every reader of the paper could not help but see it.

That would mean that for every 28 cents you can have one thousand possible buyers read your advertisement. The number of readers that would respond to your advertisement would depend upon what the article was, and the price at which it was offered. That part of the matter belongs to the realm of speculation.—*Advertising, Chicago.*

WELL-KNOWN CATCH LINE ILLUSTRATED. PRUDENTIAL INSURANCE COMPANY.



"HAS THE STRENGTH OF GIBRALTAR."

ADVERTISING MANAGER,

INDIANAPOLIS PRESS, City.

Dear Sir—First-class newspaper advertising is what keeps trade up. THE INDIANAPOLIS PRESS reaches too large a constituency to be overlooked by general advertisers wishing to announce their goods to the public of Indiana.

Very truly,

I. N. HEIMS, Druggist.

PERRY LUKENS, Jr., Eastern Representative, Tribune Bldg., New York.

THE BUSINESS WOMAN.

The New York *Commercial Advertiser* steals some good advice to the business woman from an unidentified millinery journal. The "business woman" in this instance is a person bent on becoming a milliner and having an establishment of her own. She is advised as the first step toward success not to expect too much from her friends.

"Your best and perhaps your only customers," says the oracle, "will be those who never heard of you before you made up your mind to become a business woman and started out to earn your living trimming hats. Your friends will call upon you for charity, for contributions for church fairs, donations and what not, and in return take their trade to the next town, or the nearest city—if you are in the country—or to the milliner on the next block, if you are in the city."

Secondly—"Open a bank account with all that you have, let it be ever so little. Never carry your money about your person, or in your bureau drawers, old trunk or anywhere else about the house."

After renting a "store" ("don't use the word shop; it's un-American," says the oracle) the business woman starts to buy her stock. But there are a few preliminaries to be observed: "Before you start for the market call upon the editor of your local paper—invite the editor's wife to your opening with a view to a 'write-up.' Get all the free advertising you can. If the editor's wife cannot 'write you up,' do your own

'puffing,' saying all you can about the styles in as few words as possible. If unable to do this yourself find some one who can. Pay for it, if necessary. Get your business talked about. Remember that advertising pays."

When sending out business cards "call upon the postmaster, the ministers of the local churches and all your friends for a list of names. After the opening, if in need of an assistant, endeavor to secure the services of a popular young lady in your town."

A final and vigorous warning to the business woman: "The mistake some milliners make just as soon as they appear to be successful is to put the proceeds of their first month's business on their backs in the shape of new clothes. Avoid display of personal adornment, but keep neat and tidy about your store. People will talk, you know. Don't let it be said of you: 'Don't go to her for hats; she's a perfect slouch.' To reverse the order of things, 'Handsome does that handsome is.' Half the battle is in making a good impression. Let a person be ever so plain, if she be neat in appearance, cheerful in disposition, and manifests a desire to please, she will surely succeed in business."

She should also "remember that she is living off other people's capital until she has paid her first bills."

ORIGINALITY DEFINED.

Most "original" advertising consists in doing something in a very indifferent way what somebody else has already done well.—*White's Sayings*.

No house is too dignified to explain patiently and carefully all points upon which a prospective customer is likely to wish information.—*Bates*.

THE BEST TOWN IN OREGON "BAKER CITY"

Population

U. S. Census 6,663.
Gravity Water System, \$100,000
Hotel, \$25,000 Opera House,
3 Steam Laundries, 2 Banks with
\$1,500,000 Deposits, 2 Railroads, Free
Delivery Post Office, Cold Storage Plant,
Ore Sampling Works, Oregon Lumber Co.—
employs 160 men. In course of construction:
\$50,000 Iron Foundry, \$60,000 Brewery, \$150,000
Academy, \$75,000 Hospital.

BAKER CITY

has doubled in population within the past two years and will double again in the same time; is the supply point for thousands of producing

GOLD MINES

and promising Prospects; is situated in the center of the Great Gold Belt of Eastern Oregon. Unsurpassed School Facilities and delightful Climate. The *Oregonian* best describes its advantages: "Baker County has a greater variety of resources than any other county in the State. No other section offers so good an opening for mining, lumbering, farming, stockraising and dairying."

Get a Foot-hold in the most Vigorous, Wide-awake and Hustling Town in the Northwest. For 30 days only Lots will be sold in the

LACK ADDITION to \$150

\$50 cash, balance in One Year. The Lots are 50 x 100 feet in size, equal to two lots in any other city, perfectly level and free from rock or debris. Distance to Post Office 11 Blocks; Sidewalks all the way; City Water, Fire Protection, Electric and Gas Lights. To Lots in a Block, ap 5 lots would take Two Corner Lots. Ten per cent. discount where full purchase price accompanies order. You can Double your Money Sure before the last payment is made. First Come, First Served, Positively no Lot reserved. Title Perfect. If your order is received after all the lots are sold the money will be returned. References: First National Bank, Citizens Bank, or any reliable Business House in the city. Address,

F. S. LACK, Baker City, Oregon

THE WASHINGTON COUNTY RAILROAD.

BRIGHT ADVERTISING IDEAS AND OPINIONS FROM ITS ADVERTISING MANAGER.

It is one thing to build a good railroad; it is quite another thing to build good advertising plans for that railroad which will work smoothly from the start and bring a goodly number of great round dollars into the coffers of the road. Yet the Washington County Railroad, Maine's vigorous two-year-old Sunrise Route, has been blessed from its very beginning with exceptionally well-planned and well-executed advertising, and practically all of this good work can be laid at the door of Henry Payson Dowst, the road's energetic advertising manager. Mr. Dowst has consented to tell me about methods and results.

"What was the first piece of regular advertising gotten out?" I ventured as a starter.

"The first thing done was to get out an illustrated booklet entitled 'Woods and Waters of Eastern Maine, Reached by the Washington County Railroad.' It is a booklet of thirty-eight pages and cover, devoted to a sort of write-up of the points of interest along our route. We used a lot of illustrations in this, and put out enough money on it to insure a clean, handsome advertisement. During the two years we have been operating, 15,000 of these have been sent out. Then we got up a sportsman's map, quite a large edition, which was exhausted last winter, and this year we had a new plate made and now have all the maps anybody wants."

I asked next about the road's

little monthly, a cleverly-conceived pocket magazine of usually twenty-four pages and cover. It is an unique affair, and tells a lot about the Washington County Road, of course, but it talks in such an interesting way that you forget the whole scheme is really an advertisement. Clear, clean half-tones are scattered liberally through the pages, and the reading miscellany is so good that few people toss the monthly aside until they have gotten its whole story.

I asked Mr. Dowst when this little publication was started.

"In May, 1899," he replied. "At first the monthly consisted of but

sixteen pages. I made the August number twenty-four pages, and most of the numbers since then have been that size, though we run only sixteen pages in the winter."

"Will you tell me its circulation?"

"The circulation of the monthly is from fifteen to twenty-five thousand copies a month, and the greater part of our expense—that is, the largest item—is the book. It goes into

about all the railway and hotel time-table racks in New York and New England; our mailing list—that is, persons who receive the book regularly and read it every issue, most of them having paid twelve cents for having their names on the list—is growing at the rate of something more than one subscription a day now, and I think it is approaching five hundred names. We worked it up, first by merely stating in the book that we would send it for that sum, and then by advertising in the papers for subscribers. For instance, we would put an ad in some special hunting or fishing



HENRY PAYSON DOWST.

number of the Boston *Herald* or *Globe* stating that we were anxious to send information relative to a new country to all applicants, and would send our monthly for twelve cents.

"I am getting our mailing list bigger and bigger all the time, and I realize that the greater number of single copies that go into the mails, the more good it does us. You see, a person always appreciates what he pays for, no matter how little it costs him.

"We get rid of almost every single copy of our monthly every issue. I think the monthly is getting quite a name for itself, and that people like it. I am sure it does us a lot of good, and that when a person picks one up to look for a train, he is pretty sure to slip the monthly into his pocket instead of throwing it away as he would if it were an ordinary time-table. The shape and limited size has many drawbacks, but on the other hand it also has obvious advantages. I believe that the time-table rack means of circulation is not at all bad, for the display is good and if one has an attractive cover people will pick up the book even when they are looking for other things. After a while, if we keep making the book interesting, more and more people will want to see it, and many a man waiting to take his local will pick one of our monthlies out of the rack to while away fifteen minutes. When we had our exhibit at the Boston Sportsman's Show, we got out a thirty-two page edition and distributed it there as a guide-book. Here are some circulation figures," and Mr. Dowst handed me an October monthly containing this:

"October brings with it the real opening of the hunting season. Last year abundantly proved the excellence of the Sunrise Land as a game country, and this year we are looking forward to the results of the advertising that 1899 brought us in the way of commendatory words from our visitors. More than that, we have since that time put out great quantities of advertising matter. Among the larger items we find nearly 250,000 copies of our monthly, 275,000 folder time-tables, 5,000 sportsmen's maps, 35,000 Angler's Pathfinders, 50,000 circular card flyers and some thousand or more "Woods and Waters," our first guide-books. This gives a rough total of considerably more than six hundred thousand pieces of advertising, all

attractively printed and illustrated, and all original matter. . . . We will venture the supposition that no other railroad in the country has equalled a record of over half a million pieces of advertising matter placed in actual circulation during one year."

"Have you used the newspapers much, Mr. Dowst?" came next.

"Yes, quite liberally, and have gone some into the sporting papers. We use the newspapers locally to show our schedule, as do all the other roads. We have, however, placed occasional ads in special numbers of the Boston *Journal*, *Herald* and *Globe* and the Brooklyn *Eagle* with such good results that we shall do more of that sort of thing hereafter, rather than use magazines or even sporting publications. I will say that one of the best ads we ever ran was the one in the current B & A guide, which has brought I do not know how many answers. I think trade papers are good mediums.

"Then we are constantly being called upon for write-ups. Of course the local papers are very nice to us in this matter, but we naturally use them only for local business. We have sent regular write-ups and game letters to the Bangor papers and to one or two papers in Boston. Whenever we take a display ad in a paper we stipulate, if possible, that we get a write-up along with it. The sort of an ad that has a write-up along with it is about the best kind I know of, but of course we cannot always get the reading notice."

"How do you feel about novel and out-of-the-ordinary advertising?" was my next question.

"I suppose novelties and 'schemes' are just as legitimate for a railroad as for any other enterprise, but of course they have to be of a distinct class, and they are hard to think up. A good advertising motto is 'Anything to attract attention.' But it seems to me that a railroad must always be dignified in its methods."

Then I broached a pretty hard question for an offhand answer; but this young Yankee advertising manager was ready, as ever I asked: "After all, Mr. Dowst, what do you consider the best advertising policy for a railroad?"

"Educate the public; give them

information," Mr. Dowst replied promptly. Then he added, "You must remember that I am still young at the business and haven't had the experience that a competent judge in such matters needs. But my idea is that people ought to be made familiar with the name of the route first; then the watchword is 'information.' We try to impress folks with the idea that there are some things they don't know and that they really shouldn't live another week without knowing. Then when they express a desire to find out all about it, we give it to them hot off the reel, trying to present it in such form that they will be glad they asked, and feel friendly toward us and think we are good people.

"Of course you must have your information dished up attractively, and the only way to do that is to use some kind of a booklet. We consider our monthly a booklet, but we are going to get out some sort of a guide-book soon, and we are only waiting to see just how we can do it most satisfactorily from all points of view.

"I can't help feeling that the backbone of our advertising is, after all, the monthly, because it keeps 'hammering' at the public. A little reminder like that coming into a man's horizon every so often doesn't allow him to forget. So we think a person is less likely to ignore us if he keeps getting the monthly than he would be if we sent him ever so good a book just once, as he would read the book just once and throw it aside, never to look at it again. However, if he throws copy number one of the monthly aside, he just barely forgets it when copy number two comes along, and after a while, if the books are attractive, he gets unconsciously to look forward to the appearance of each succeeding issue. Six issues may not 'jar' him much, but when he gets the seventh or eighth, it may have occurred to him that he needs a vacation, and then, why, the most natural thing is for him to write us. It is a case of 'having the poor always with you.'"

Personally, Mr. Dowst is a most agreeable gentleman. He is a Harvard graduate, a fellow of ex-

ceptional ability as a writer and an artist, and he has hosts of friends all over New England who will tell you there isn't a jollier or more companionable fellow in all the wide world.

FRED HARVEY CLIFFORD.

ADVERTISING SEATTLE.

The amount of effective advertising recently done for Seattle, the State of Washington and the Territory of Alaska throughout the Eastern States has been more systematic and has covered a wider area than ever before. The kind of information disseminated has included everything industrial, commercial, social, historic and prehistoric. In all of this advertising, in the form of news and pamphlets, Seattle has been presented continually as the center of commercial and industrial activity on the north Pacific, as it really is.—*Seattle (Wash.) Times.*

ONE may toot one's advertising horn too loud.

NO WORK, NO MEAT!

ST. PAUL'S ADVICE CONCERNING

BUSY BODIES!

*Is the Morning Theme at the
First M. E. Church Tomorrow, 10 o'clock*

Habits, How Formed!

Is the Evening Theme, 7 o'clock.

*THE PASTOR, ELMER E. WHITTAKER, D. D., WILL
PREACH MORNING AND EVENING.*

The Public Are Invited.

*Closes at 7:30 a. m. Sunday School, 11:30 a. m.
Epworth League, 12:30 p. m. J. S. for League, Saturday 7 p. m.*

THE Rev. Dr. E. E. Whittaker, of Ashtabula, Ohio, pastor of the Park Street Methodist Episcopal Church, is using large display newspaper advertising to announce his church services, and testifies to the fact that two ten-inch advertisements resulted in doubling his average Sunday evening attendance and were instrumental in making converts to religion. The advertisements were written in an attractive manner and are set in heavy black-faced type. Above is a sample of one of them, greatly reduced. The idea has been productive of much interest in all parts of the country, judging from the clippings concerning it the Little Schoolmaster is every day receiving.

CENSUS DISCLOSURES.

By Samuel E. Moffett, in the *Saturday Evening Post*.

The steady drift of population toward the cities, noticeable not only throughout American history but throughout the world, is as marked as ever in the returns of the census of 1900. The increase in the population of the larger cities is less than it was in the decade from 1880 to 1890, but it is far in advance of that for the country as a whole. Indeed, in many States the entire increase is in the cities and towns, and the rural population shows an actual decline.

In the State of New York almost two-thirds of the entire population live in cities of over 25,000 inhabitants. A clear majority of all the people of the State are found in two cities of over 350,000, and almost half in a single municipality of 3,437,202. A majority of the inhabitants of Massachusetts and Rhode Island are settled in cities of over 25,000, and if the States of Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland and the District of Columbia be considered as one territory, as they really are, a majority of their people will be found in the same condition. They have 21,248,279 inhabitants in all, or between a third and a fourth of the total population of the United States, and 10,855,747 of these, or 231,607 more than a majority, are residents of cities of over 25,000 inhabitants.

The urban growth would have been much more striking than it has been but for the development of transportation facilities that enable so many of the people who work in the cities to live in the suburbs. Every great city has its ring of suburban towns that have grown more rapidly than itself. New York has grown at the rate of 37.8 per cent, the larger part of which is strictly suburban; Yonkers at the rate of 49.6 per cent. Philadelphia has gained 23.5 per cent; Camden 30.2 per cent. Boston has gained 25 per cent; Cambridge 31.2 per cent. San Francisco has

gained 14.6 per cent; Oakland 37.5 per cent.

The United States is now far in the lead of all other countries in the number of its great centers of population. There are only two cities in the world of over three million inhabitants each, and we have one of them. There are only eleven in all of over a million; we have three. No other country has over two. If we take Germany, Austria and France, which have in the aggregate almost double our population, we find that they have, all put together, three cities of over a million people each against our three, two of from half a million to a million against our three, eight of from a quarter to half a million against our nine, and thirty-two of from 100,000 to 250,000 against our twenty-three. Nowhere but in the United States are there a New York, a Chicago and a Philadelphia under one flag.

Two of the most remarkable cases of advance among the large cities are those of St. Joseph and Los Angeles, which have gone up respectively from fifty-fourth place to thirty-fourth, and from fifty-sixth to thirty-sixth. The most remarkable retrogression is that of Omaha, which has gone back from twentieth to thirty-fifth place. Of the 159 cities containing more than 25,000 inhabitants each, only seven, Omaha, Albany, Troy, Saginaw, Lincoln, Sioux City and Bay City, have had an absolute decline.

With a few exceptions, such as Los Angeles, Memphis, Portland (Oregon), Seattle and Spokane, the most rapidly growing cities fall into two distinct groups, one in the Central West, especially in the lake region, and the other in the Northeast. Many towns in New England have increased at the rate of over fifty per cent; New Bedford, for instance, with a growth of 53.2 per cent; Somerville, Massachusetts, with 53.5 per cent; Waterbury, Connecticut, with 60; Hartford with 50, and New Britain with 57.3. This has upset the old calculations, according to which the Eastern States were generally to come to a standstill, like a run-down clock, while all the expanding energies of the

country poured into the far West. Now that the people are gathering into the cities, the limit of density of population has been pushed indefinitely into the distance. Eastern Massachusetts is practically one vast city. The average density of its population is nearly six hundred to the square mile, which is more than that of any country of Europe. And still it grows more rapidly than the new States of the prairies, and its pace is steadily accelerating.

It is curious to see how some States gather their urban population into great single masses while others scatter it among a number of smaller centers. Maryland has only one city of over 25,000 inhabitants, but that one contains 508,957 people. Iowa has six cities of over 25,000 each, but all of them together have only 218,259. Louisiana has one city of 287,104 inhabitants; the adjoining State of Texas has five cities of over 25,000, with only 205,069 in all.

There have been many remarkable coincidences in this growth of cities. In 1800 Atlantic City had 13,055 inhabitants, and Passaic 13,028. In 1900 Atlantic City had 27,838 and Passaic 27,777. The rate of growth was precisely the same for both—113.2 per cent.

Kansas City, Rochester and St. Paul had respectively 132,716, 133,156 and 133,896 in 1800. In 1900 they had 163,752, 163,065 and 162,608.

Cleveland and Buffalo have run a very close race for twenty years, with the Ohio city just a lap ahead all the time. In 1880 Cleveland had 160,146 inhabitants to Buffalo's 155,134. In 1890 Cleveland had risen to 261,353 and Buffalo to 255,664. In 1900 Cleveland's population was 381,768 and Buffalo's 352,387.

But the most remarkable case of all is that of Detroit and Milwaukee. These two cities have held the same relative rank for five successive censuses. In 1860 they were nineteenth and twentieth, in 1870 eighteenth and nineteenth, in 1880 the same, in 1890 fifteenth and sixteenth, and in 1900 thirteenth and fourteenth. In 1850 Detroit had 21,017 inhabitants and

Milwaukee 20,061. In 1860 the figures were 45,617 and 45,246; in 1870, 71,577 and 71,440; in 1880, 116,340 and 115,587; in 1890, 205,876 and 204,408, and in 1900, 285,704 and 285,315.

The old rivalries between Chicago and St. Louis and between Minneapolis and St. Paul have ended in the unquestioned supremacy of Chicago, which now has about three times the population of St. Louis, and in the marked superiority of Minneapolis, which has a fourth more inhabitants than St. Paul. Thirty years ago St. Louis and Chicago were neck and neck, with St. Louis a trifle in the lead—310,864 to 298,977. Twenty years ago Minneapolis had only 46,887 inhabitants to St. Paul's 41,473, and ten years before that St. Paul was ahead with 20,030 against 18,079 for Minneapolis.

A later rivalry was that between Seattle and Tacoma. In 1880 these were villages of 3,533 and 1,098 inhabitants respectively. In 1890 Seattle had 42,837 people and Tacoma 36,006. The race was hot then, and each town felt certain that it was to be the future metropolis of the Pacific Northwest. Now Seattle has 80,671 inhabitants, a gain of 88.3 per cent in ten years, and Tacoma has 37,714, a gain of only 4.7 per cent. The contest seems to be over, and apparently we shall all have to say "Mount Rainier" instead of "Mount Tacoma," distasteful as that barbarism will be to many.

A comparison of the roll of cities now with that at the time of our first census, in 1790, discloses some strange mutations of fortune. In 1790 the fourth city in the United States was Charleston, South Carolina, now the sixtieth-eighth. The seventh was Salem, Massachusetts, now the one hundred and tenth. There were only six cities of over 8,000 inhabitants; not even a village west of the Alleghenies had a place on the census roll, and even in the East there was no Jersey City, Newark or Washington. If one had been asked in those days what were the important cities of America he would have mentioned, in addition to those giant centers of popula-

tion, New York with its 33,131 inhabitants, Philadelphia with its 28,522, and Charleston with its 16,359, such flourishing towns as Newport, Providence, Taunton, Richmond, Albany, New Bedford, Haverhill and Lynn. If you had spoken of Chicago the well-informed American would not have been at a loss. "Oh, yes," he would have said, "you mean the portage where the Indians carry their canoes from Lake Michigan to the Illinois River."

AMERICAN MEDICAL JOURNALISM.

Dr. Chas. Wood Fassett read a paper on the foregoing subject at the International Congress of the Medical Press, recently held at Paris, France, from which the excerpts that follow are taken:

The history of the medical journal in America is a story of progressiveness and success. After passing through many phases during the last century, there has been developed, during the past decade, a type of medical journalism which is distinctively American, and I am inclined to think that it more nearly approaches the ideal than any other in the professional world. Our earliest lessons in journalism were taken from our French colleagues. The first medical journal published in the United States was called "A Journal of the Practice of Medicine and Surgery and Pharmacy in the Military Hospitals of France," consisting principally of French translations. The next to appear was the "Medical Repository" in 1799, and discontinued in 1824.

The earliest types of American medical journalism, according to Dr. Kiernan, were dignified and scholarly, and but few of them exhibited any news qualities until the middle '30's. The Addisonian type of essays seemed to prevail in these magazines, items of news and personalities being excluded. The American medical journal of to day, however, has developed into a strong and modern type in which is reflected, not only the medical and surgical progress of the age, but the personal movements and work of the active members of the profession, and each issue contains a brief review, as it were, of the medical world. There are to day in the United States 278 periodicals devoted to the interests of medicine and surgery, and allied sciences. These journals are classed as follows:

Medicine and Surgery.....	145
Nervous System.....	6
Gynecology and Obstetrics.....	5
Pediatrics.....	3
Genito-Urinary and Rectal Diseases.....	2
Eye, Ear, Nose and Throat.....	10
Homeopathic.....	23

Physio-Medical	3
Eclectic	8
Dental	15
Drugs and Therapeutics.....	22
X-Ray	1
Microscopy	2
Miscellaneous	31
The issue is divided as follows:	
Weeklies	8
Bi-weeklies	2
Monthlys	258
Quarterlies	8

MARCAL AND CASTORIA.

There is now being advertised in the cars and on billboards a preparation called Marcal. All the advertisement says is that it is good for children and costs twenty-five cents a bottle. So far as is known nobody ever heard of Marcal, and the public is entirely in the dark as to whether it is good for children's eyes, ears, hands, feet or stomachs.

Very probably the proprietors of Marcal think that this advertising must be good because the advertising of Castoria is equally noncommittal. They overlook the fact that Castoria has been advertised for very many years, and every one knows precisely what it is and what it is for. It cost the Castoria people an immense amount of money to thus familiarize the public with the character and merits of their preparation. Having reached a point where the entire public without an exception knows all about Castoria, the mere display of the name and the caution to get the kind you have always bought is good advertising. But it is simply ridiculous for a new advertiser to come into the field with advertising of the Castoria sort. It will take considerable time and a great deal of money to educate the people up to the point where this kind of general advertising will bring results.—*Patent Record*.

BOSTON SARCASM.

After a man has failed a few times he begins to feel competent to give advice to others.—*Profitable Advertising*.

ADVERTISEMENTS of the right sort are news. The public expects them, looks for them, reads them and profits by them.—*Agricultural Advertising*.

CARPETS

RUGS and CURTAINS **BY MAIL**

Can be Selected at Your Own Fireside from pattern plates better than at a store. We supply the sample pattern and make them up ready to lay. Our plates give full information, with large assortments of pattern plates, showing carpets in all colors, sent free on request. We pay the freight.

The Russell Carpet Company
243 Market St.,
Chicago.

SELECTION BY MAIL SAMPLE.

200 People by the Hair!



An average, healthy hair will support a quarter of a pound. There are 120,000 of these on the head. They all together would support 30,000 pounds, wouldn't they? This is equivalent to an audience of 200 people, weighing 150 pounds each!

It's mathematically true that an average head of hair will support an entire audience of 200 people. It doesn't seem possible, but it's so.

It doesn't seem possible, either, that Ayer's Hair Vigor restores color to gray hair; but it does restore it, and every time, too,—all the dark, rich color the hair had years ago. It stops falling of the hair also, and keeps the scalp healthy and free from dandruff.

"I have used Ayer's Hair Vigor for thirty years and I do not think there is anything equal to it for a fine hair dressing. I am never without it."

J. A. GRUENENFELDER, Grantfork, Ill., June 8, 1899.

One dollar
a bottle.
All druggists.

Ask your druggist first. If he cannot supply you, send us one dollar and we will express a bottle to you. Be sure and give the name of your nearest express office. Address,
J. C. AYER CO., Lowell, Mass.

SEND FOR OUR HANDSOME
BOOK ON THE HAIR.



BOOKLET ADVERTISING.

Booklets are the least expensive form of advertising where a limited territory is to be covered.

In the larger cities, many druggists are so situated that they could not draw trade from the whole city even if they should use pages of advertising in the newspapers. Their trade must come from their immediate locality. To cover the whole city with newspapers in order to reach their own limited territory would be a useless waste. With booklets there is no such waste. You distribute them to the very people who buy drug store goods in your locality, and would buy of you if you would go after them with the right kind of booklets. Not one booklet alone, but one booklet after another, systematically.

In smaller cities, there is no doubt about the value of booklets. If it is a question of booklets, or newspapers, take the booklets.—M. P. Gould, in *Profitable Advertising*.

COMPETING ADVERTISEMENTS.

Most advertisers object to have their announcements placed near to those of their trade competitors. *Newspaper and Poster Advertising* regards this attitude as a mistaken one. The proprietor of a good article, who knows how to advertise it, need fear no advertising competition. The best will be sure to win, and the public will be brought into more of a buying mood if they are enabled to make their notes as to intended purchases from one portion of a newspaper or periodical, instead of being compelled to scan every page and make their choice from detached announcements. It is well known that where a number of similar shops are clustered together in one thoroughfare a "market" is thereby formed, with the result that each shop does far better than would be the case if it were severed from the nearest competing establishment by the distance of a street.—*Newspaper and Poster Advertising*.

NOTES.

IN March *Ainslie's Magazine: "Yellow Journals,"* by Allen Sangree.

Tobacco, a weekly of New York City, is running a series of articles on "How to Dress a Cigar Store Window."

A BOSTON clothier advertises: While Mrs. Nation is smashing things in the wild and woolly West, we are kept tolerably busy in smashing prices in woolly suits at this end of the line.

PRIZES are offered by *Current Literature* for the best sayings of children sent in for the May number, on or before April 10, 1901. There will be five prizes awarded of \$5 each in gold.

SHRIVE, a jeweler, of 25 North Broadway, Yonkers, N. Y., advertises that "any parent having a child under one year of age can get, without charge, a gold ring for the baby by bringing it to the store."

Two brochures, denominated respectively "The Witchery of Kodakery" and "Pocket Kodak Portraiture," issued by the Eastman Kodak Company, of Rochester, N. Y., are well worth study by the student of booklet production.

ACCORDING to the Norfolk (Va.) *Pilot* of February 13, the State Bar Association of Wisconsin, in session at Madison, has just adopted a new code of ethics that declares that it is legitimate for lawyers to advertise.

THE Medart Patent Pulley Co., of St. Louis, Mo., has issued its twenty-second annual catalogue of products, comprising cast iron pulleys, shafting, hangers, couplings, etc. It contains probably several hundred code words which represent standard measures of all conceivable pulleys, giving their diameters, faces and prices.

St. Nicholas (New York) offers \$100 in twenty five dollar prizes for such members of St. Nicholas League not over eighteen years of age who shall submit acceptable advertisements or suggestions for such, for the firms of Armour & Co., Henri Nestle, L. E. Waterman & Co., A. & F. Pears & Co. and others. Conditions appear in the March issue.

THAT people who undertake to direct and prepare advertising campaigns for advertisers at large should interestingly talk about their own business and present their views in a convincing way is set forth in a handsome booklet of St. Elmo Nassengale, of Atlanta, Ga., an advertising agent of that city. The booklet contains halftones of the firm's business quarters and a series of reproduced autograph letters from clients.

WILLIAM H. CAMPBELL, formerly assistant advertising manager of Wanamaker's, New York, and advertising manager of B. Altman & Co., but who for the past three years has filled a similar position with the big Jonas Long's Sons store at Scranton, Pa., goes to Rochester, N. Y., next month to look after the advertising for the McCurdy & Norwell Company's big department

store that is to open there about the 20th.

THE daughter of Mr. Souvorin, the well-known editor and publisher of the *Novoe Vremya*, St. Petersburg, has been married to Mr. Miasoiedoff-Ivanhoff, the son of the minister of ways and communications. The bridegroom is to enjoy the daily profits of one of the advertising pages of the *Novoe Vremya*, and this curious wedding gift is causing considerable amusement in St. Petersburg.—*Fort Pierre* (S. D.) *Fair Play*.

"THE Nations in Competition at the Close of the Century," an article by Mr. Jacob Schoenhofer, in the March *Forum*, treats of the struggle for commercial supremacy between the United States and European nations. Mr. Schoenhofer holds that England is in no immediate danger of losing her proud distinction as the greatest commercial nation. He concludes: "I believe it is serving a useful purpose to remind the good people of America of the continued existence of old John Bull and his persistent work at his bench."

"A SHORT History of English Printing," by Henry R. Plomer (Dodd, Mead & Co.), the second volume in the "English Bookman's Library," is itself a striking example of achievements in modern typography. Besides the frontispiece portrait of William Morris, in photogravure, and the full-page halftone portraits of Roger L'Estrange, Caslon and Baskerville, the book is profusely illustrated with the devices of English printers and some of their title pages.

THE Publishers' Guide says: The Geo. W. Pitkin Company, Chicago, Ill., have the cart before the horse. This concern asks publishers to get out and hustle up a few orders, and if the results prove satisfactory the Pitkin Company might throw some advertising the publisher's way. The company thinks it can thus save the expense of a traveling man and put the expenses of a salesman into advertising. It is barely possible such a scheme might work, but why not change it around? Give out the advertising and then send the salesman out to take the dealers' orders?

W. J. ARMSTRONG & CO., of 304 Pennsylvania avenue, have addressed a letter to the commissioners, requesting them not to interfere in the free distribution of dodgers for advertising purposes through the city. The hope is expressed in their letter that in framing a regulation upon the subject, if such is their purpose, the commissioners will consider the interests of the small dealers, whose only source of advertising is through the medium mentioned. It is stated that these dealers cannot afford to pay the average newspaper rate for advertising, and if they could, it would not suit their purpose. The dealers mentioned are represented as aiming to reach the people in their immediate locality. The grocer is instanced with his weekly price list scattered from door to door through the neighborhood. The writers are of the opinion that to debar small dealers of this

mode of advertising would be obviously unfair.—*Washington (D. C.) Times.*

A NEW HAVEN paper says: The bill relating to the dentists of the State and which the Connecticut State Dental Association is understood to be advocating in the legislature, has not received the attention that it should. There is one provision in the bill, which if passed, would practically amount to a deprivation of the rights of the progressive dentists of the State. The bill provides, among other things, that for any unprofessional conduct the license of the offender may be taken away. Now this sounds well enough. But there is a clause attached which alters the meaning entirely. The reading continues: "The unprofessional conduct to be defined by the code of ethics of the Connecticut State Dental Association." According to the code of ethics of this superb association, it is unprofessional to advertise in the newspapers. Therefore, if after this bill is passed any dentist who shall advertise will have his license taken away and then he cannot practice in the State.

A *Mendicant's Journal* is about as queer a species of journalism as one ever heard of. It is published in Europe, bi-weekly, and is printed in good style. It does not concern itself with either religion, drama, affairs political or the world of books, but caters ingeniously for its particular class of readers. It is printed in the interest of professional beggars, and contains many curious ads, understood only by that section of the community. The advertisements are something like these:

At 3 o'clock to-morrow a fashionable funeral is to be celebrated at the Church of St. Angelo.

On Saturday next, at noon, the wedding of a wealthy gentleman will take place at the Catholic cathedral.

A vacancy has occurred for a blind man who can play the violin. Collections good. Small premium required.

Wanted, at once, for seaside resorts, pair of helpless cripples. Good business. References given and required, also a moderate premium.

Visitors to the other side, especially in lower Italy, and along the seaside resorts of France, are well aware of the numerous fraternity of beggars, men and women, who haunt the beaten streets of travel. Many of these "beggars," who at night, among their own circles, appear as quite different folk, take the *Mendicant's Journal* and profit considerably by its suggestions.—*Rochester (N. Y.) Post-Express.*

EGOTISM.

The current of advertising is so strongly drifting toward self-confidence as to border on egotism. Indeed, it is getting quite difficult to construct a convincing ad without being just a trifl egotistical. Through the exercise of little honest ingenuity, you may, at times, become the recipient of your own "bouquet"; but in proclaiming your virtues, be careful that your advertising does not take on the spirit of braggadocio.—*Practical Bank Advertising.*

ROYALTY MATRIMONIAL MARKET.

It sounds strange to hear a democratic country like the United States being alluded to as a matrimonial market for "royalty," but the columns of the *New York Herald* contain evidences that such is really the case. Here is a clipping from the *Herald* of January 27:

A young Prince, excellent character, owns famous diamond mines, desires to correspond with respectable woman aged over 18 years; object matrimony; prefer one residing in the United States; age immaterial; please state income and age; letters considered ~~secretly~~ confidential and returned; agents and triflers ignored. ABSOLUTELY GENUINE, 384 Herald.

Now this young princelet does not seem to care a continental if the woman is old enough to be his grandmother, provided that she resides in the United States and has an income. First he says she must be over eighteen, then that age is immaterial, and finally she must state her age. Sounds paradoxical.

Here is another chance for title seekers of the fair sex—one that surely will attract a large percentage of vain moths:

DO YOU WANT TO BECOME A DUCHESS?

A gentleman who, by collateral descent, is heir to ducal title and estates, desires to enter into correspondence with a spinster or widow of means, with a view of obtaining from her the requisite aid to enable him to establish, by litigation, his claim to his ancestral estates and title, which, having been accomplished, he will, in the gratuity of his heart, wed his benefactress, and thus bestow on her the title of duchess; none but those having money—and considerable of it—will have right need answer. Address, in confidence, CLARENCE X. DUKE, care of D. Graham, 346 West 60th St., Chicago, Ill.

Say, wouldn't that jolt your emotions? Just imagine a real live duke being concealed in Chicago!

It is not often that we see people betray their vanity to such an extent as is disclosed by the following ad:

WOULD gladly pay \$1,000 for introduction to "Swelldom" through any lady or gentleman having social prestige; highest Western references. Gold, 25 Herald.

As if these were not enough for one issue of the paper we are further treated to the following effusion from some budding dramatic genius who is afraid, evidently, of long walks between towns, and desires to secure an "angel" who will provide for more comfortable and rapid transit:

A young actor, well known and now touring the country in one of the best plays extant, is about to embark as a star on a first-class basis, under the best possible management, and the best management that the country affords. He is an "angel," otherwise a broker, either lady or gentleman, with from \$10,000 to \$40,000 to invest; preferably one who has no business cares and who would like to devote some of his time to the financial end of it; with this amount success, with large returns, can be put beyond the shadow of a doubt; and no one not having such a sum of money, and to spare, need answer this advertisement. Address HONEST, 328 Herald 23d St.

—*The National Advertiser.*

ADVERTISING will sell the first bottle or package, but the merits of the goods must sell the second or the third.—*Advertising*, Chicago.

SOME READABLE SUGGESTIONS.
CHICAGO, Feb. 22, 1901.*Editor of PRINTERS' INK:*

Page 36, Feb. 20, 1901, issue *PRINTERS' INK*, contains a call for names of advertising specialists. The writer has often intended writing to suggest that a society be inaugurated which would place the advertising profession on its proper plane. It is a new profession and has now reached a point where it should enroll its members and proclaim their respective ranks in the order. Today, a man has to establish his standing with a preliminary harangue; to the effect that he is an advertising expert, holding such and such a position, having done such and such work, or some other half apologetic preface. He would be instantly recognized and considered if he were to remark that he belonged to the American Chapter of Advertising, for instance. His card and letter paper could bear the same legend.

Membership to the society should be made as difficult of access as it is to the bar, medicine, architecture, chemistry, engineering, church, etc. Easy access would render it a farce, and polluted with charlatans. There could be disbarments for cause, just as august as the Bar Association inflicts. Entrance could be gained through examinations, say preliminary, intermediate and final; or only one, or none. Perhaps a man's position should decide his eligibility. Men like Bates, Gillam, etc., could hold ranks similar to the justices of the Supreme Court, at law. Then would come the rank analogous to the judges; and the rank and file would be the "attorneys." Honorary membership could be extended, with fitting ceremony, to members of those firms who hardly could be classed as advertising men, yet who still exert great influence in the advertising world.

At the present time an advertising man is a good deal of "a what-is-it." Why not now for an advertising profession? And members could then so appear in the directory, perhaps wear badge, hang out their shingles and be so regarded.

PRINTERS' INK should be the organ of the American Chapter of Advertising.

All phases of advertising talent should be recognized—male and female, the press, magazines, billboards, etc., but schemers should be relegated to the position of shyster lawyers, and quacks.

Annually, say 100 diplomas could be awarded by a committee, for the best specimens of advertising designs, wording, financial success, etc. Perhaps a grand prize or decoration could be awarded annually with second and third honors, represented by a gold cup, silver cup and medal, for distinguished pre-eminence of some nature. These trophies would surely be rare honors, and captured only by the most eminent.

An advertising library could be founded. Advertising museum, too, or perhaps a species of exhibition hall would be better.

And so on. But the first thing to accomplish is to establish the American Chapter of Advertising. The rest would

follow naturally. One thing would suggest another. Very respectfully,

H. H. BAKER,
Adv. Mgr. Salesmen's Clearing House.

IN DELAWARE.

*WILMINGTON, Del., Feb. 23, 1901.**Editor of PRINTERS' INK:*

"Swift & Company's Automobile Is Coming" was the announcement on a lithographed hanger in one of the windows of that concern's local branch. It arrived the fore part of this week and attracted much attention. The body is of a pinkish shade with black and brass trimmings and the wheels are painted yellow. On each side are very natural full-sized reproductions of "Swift's Premium Hams and Bacon." The pictures and the lettering are inclosed in a circular frame which makes them stand out prominently. On the doors at the back are shown two pails of "Swift's Silver Leaf Lard." This automobile carries a supply of advertising matter, in the form of show cards and hangers, which the representative distributes among the dealers who handle Swift & Company's products. One of the hangers is especially fine. It is a lithographed reproduction, on metal, of the ham and bacon pictures on the sides of the carriage. It is about ten inches in diameter; its raised, rounded edge forms a circular frame. Everything is strictly high-grade about this whole turnout. Very truly yours,

RALPH S. CHILD.

OUR ENGLISH BABY.

LONDON, February 15, 1901.

Editor of PRINTERS' INK:

You have in the past made reference to advertising publications produced here in England, and some of your statements with regard to the popularity of same should rightly have been made in connection with my publication, *Advertising* is the oldest British advertisers' journal, being now 9 years and 5 months old. It also enjoys a subscription list far exceeding in number that of any similar journal over here. I call your attention to these facts in order that you may set your readers right with regard to the most popular advertising journal published on this side of the Atlantic.

I frequently find valuable information in the Little Schoolmaster, which I "lift" for the benefit of my readers. In such cases the source, of course, is always quoted.

A copy of the current issue is herewith, from which you will see that *Advertising* is run on lines dissimilar to those of other journals. Yours faithfully,

W. J. CORNEY.

"AN ADVERTISED ARTICLE."

BUFFALO, Feb. 18, 1901.

Editor of PRINTERS' INK:

I suggest "Exploitation" as a word meaning an advertised article. All derivatives are Latin in origin, and mean "a thing unfolded, displayed or exhibited." It will, also, go down in the mouth without hitching. For instance, "Mr. Bates has a new exploitation in Laxakola;" "All exploitations well advertised in the magazines are for sale in a large city." Faithfully yours,

BLENNERHASSETT JONES,
72 Arcade Building.

IN QUAKER TOWN.

PHILADELPHIA, Pa., Feb. 16, 1901.

Editor of PRINTERS' INK:

The inclosed advertisements are something of a curiosity. They appeared in the *Record* on February 12 and have caused a great deal of laughable comment throughout the country. As you will see, the effect is that of the Quaker and his bare feet. If you will hold the



Omega Oil



advertisement off from you a little you will see this. You will also observe that the two advertisements rhyme, as follows: "Quaker Oats, less meat; Omega Oil for sore feet." It is one of those curious coincidences in making up a paper that now and then happen.

Very truly yours,

K. B. CRESSEY.

Adv. Mgr. Philadelphia Record.

A CONVINCING argument covers a multitude of advertising sins.

FROM PORTLAND, ME.

PORTLAND, Me., Feb. 23, 1901.

Editor of PRINTERS' INK:

I enjoy the weekly visits of PRINTERS' INK very much, and find many useful hints therein. Since you agitated forming a new word signifying "an advertised article," I notice quite a number of your "babies" have fallen into line with the word "Adlet" in their editorials. This evidently strikes the popular fancy. Very respectfully,

HARRY G. HASKELL.

NOT YET.

CHICAGO, Feb. 22, 1901.

Editor of PRINTERS' INK:

You have published some results of painful efforts to find a name meaning "an advertised article." If "Adran" has been suggested I have not seen it. Is it the worst? Very respectfully,

E. A. POWERS.

◆◆◆ A RETAIL SCHEME. ◆◆◆

A furniture firm in Providence, R. I., to stimulate trade, have begun the new year by providing the marriage feast, the minister and a three-day honeymoon trip to all marrying couples who will purchase their furniture at the establishment. The minister is to be of any creed, and the wedding feast is to be laid for ten persons, if required, but without liquid refreshments. The full benefits are to be obtained by those who require the furnishing of seven rooms; the six-room couples get the same except the trip; five-room couples will be entitled to the marriage feast only, and those who furnish four rooms only will get the free services of the parson, but all will receive a silver mug or a high chair for every child born within five years after the marriage. And to the parents of every child receiving by orthodox baptism the name of the firm a \$5 gold piece will be given.

WANTED.

A brainy "all round" printer—
A typographic sprinter,
To run here in Woonsocket
The business on our docket,
As "Ed," "Typo" and "Devil,"
And run it "on the level"
One with a "hand of art" full,
Its rubrics, head and heart full;
One with a taste artistic,
With tongue tip linguistic,
A "grad" of some good college,
A cyclop of knowledge;
One who, for no good reason,
In this inclement season
Has lost his job and suffers—
For grub, while chumps and duffers
Have got a "bird and bottle"
And girl, to help 'em throttle
Dull care—one on his uppers
And ladies to the scuppernong
With debts; and sorrow haunted.
Just one such freak is wanted!

L'ENVOL:

And lastly, but not leastly,
One who does not get "beastly"—

Woonsocket Publishing Co.,

Woonsocket, R. I.

FROM THE EVENING REPORTER OF
WOONSOCKET, R. I., OF FEB. 12.

SMALL ADVERTISERS.

There are some large advertisers who can afford no more than four mills per line per thousand; some who can stand five or six mills; and others who can stand ten; there are a few who can afford very high rates per thousand; but with all there is some limit. Where the rate per thousand gets too high and the experienced advertiser drops out, the amateur begins. The smaller the value given the more amateur ads. When a paper has no circulation at all except copies sent to advertisers, it does the largest amateur business.

These small advertisers are very opulent in their methods. They pay from three to one hundred times the price per thousand paid by the largest and best-equipped advertisers. This gives an ad a good, hard test. It is a test like that given a minie bullet by a plate of reinforced battleship armor. If the ad proves profitable it is a miracle.

If he only knew it, a small advertiser has considerably the advantage of a large one, inasmuch as he needs only to use the cheapest (per M) mediums while the large advertiser pays all prices. Much money could be saved if its holders would send it in bulk to a reliable agent to be invested in the most profitable papers at their lowest prices instead of dribbling it out in hopeless little "trial tests" to cheap and worthless sheets.—*Advertisers' Guide*.

PREPARATION OF MATTER
NEGLECTED.

It is a common occurrence to see an advertiser spend \$500 for a page space and then spend about \$2 for the advertisement itself. Such "penny wise and pound foolish" advertisers are their own worst enemies and usually learn by bitter experience that it pays to spend money enough to get up a good advertisement. If the space itself is worth \$500 a page, it will be worth much more filled by a good, striking advertisement. It is true that almost any kind of an advertisement occupying a page space may bring results, but the question is whether a better advertisement would not bring two or ten times the results. We hear every day of advertisers who have made large advertising appropriations, yet many an advertiser will appropriate ten or twenty thousand dollars for advertising space and grumble over paying \$25 for the preparation of advertisements.—*Advertising Experience*.

AN ADVERTISED ARTICLE."

PRINTERS' INK has been asking for an abbreviation of "advertised article," and all America, with some suggestions from England and other parts of the world, has been searching for such a word. We have adwriter, adman, adsmith, adcolumns, adpages, etc. Why not adgoods? "Goods" is not necessarily plural, and adgoods would cover an advertised article as well as advertised articles. We offer our cousins across the herring-pond this suggestion. At all events, on this side advertised articles will for the future be adgoods with us.—*Advertisers' Review*.

COLOR SUGGESTIONS.

The primary colors are used in producing prints by what is known as the "three-color process," and the pleasing results achieved by this means often leads one to essay the same effect with pure primary colors in connection with type-matter display. The result is invariably disastrous. It has become, therefore, a sort of law with users of printing to avoid combinations of red and blue, blue and yellow or yellow and red. If by these terms are meant the pure primary colors, the rule is well taken and should stand. But red and blue may be used in harmony if a combination is made with a cold red and a warm blue, and the blue predominates in the mass. As a general rule, it may be set down for two-color combinations that a warm color and a cold one go well together with the darker one predominating the mass. The exact amount of departure from the primary color necessary to get the best results depends largely on the type form to be printed, and the degree of success attained marks the artist in printing inks.—*Advertising Experience*.

MAY AND MUST.

Build a poster not only that "he who runs may read," but that "he who runs must read."—*Billposter*.

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

COMPETENT circulator open for engagement Mar. 15th. E. W. JORDAN, Jackson, Mich.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

K EMOLINE removes grease, dirt, etc., from anything; sample 2c. Agents wanted; other goods. K. CHEMICAL CO., Box G, Fairland, Ind. Ter.

NEWSPAPER man will do well to consider carefully the special business opportunities offered by me in various ads in these classified columns. C. F. DAVID.

PUBLISHERS' COMMERCIAL UNION; a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

NEWSPAPER man, conservative, temperate, good writer, experienced in editorial work, desires position managing or city editor. Address "EDITORIAL," care Printers' Ink.

TWENTIETH CENTURY ADVERTISER, Heron Lake, Minn., 8 pages, \$2 columns, 2,000 business read it every month. Only 2c. a year. Sample 5c.; ad rate 5c. inch insertion; wants cent a word. Forms close 25th.

I WANT to form a partnership with a party who can print a monthly (to become a weekly) of 40 or 50 pages, the size of PRINTERS' INK. In or near Chicago preferred. Address "T. W. B." 508 1 Street, Fresno, California.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Call or write on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

A manager wanted who can buy a \$1,000 to \$5,000 interest in a manufacturing corporation in New York City. Highest performance given and required. Good salary. An exceptional opportunity for making money. Address "PERMANENT," care Printers' Ink.

VERNAL'S NEWSPAPER MEN'S EXCHANGE (established May, '88) recommends competent editors, reporters and advertising men to publishers. No charge to employers: registration free; fair commission from successful candidates. Tel. 659-2, 15 Cedar St., Springfield, Mass.

ADVERTISING manager, with experience in providing all kinds of good advertising matter, desires position with large wholesale or retail advertiser, where ability and industry will be appreciated. Fully competent to take entire charge of advertising department; gilt-edged references. Address "HENRY," care Printers' Ink.

YOUNG man wanted possessing artistic ability in drawing strong, forceful sketches, suitable for newspapers and advertising illustrations. Must have the faculty to turn out given ideas quickly and be able to produce them with pen and ink. Applicants please state age, education, experience, any, and salary wanted. A few recent sketches, possibly from actual life, or others, must accompany application. Please address "ADVERTISING ILLUSTRATOR," care of Printers' Ink, 10 Spruce St., New York.

♦♦♦
PRINTERS.

MILLION runs. Let us figure. Bed rock prices. M. P. GOULD CO., Ben. att Bldg., N. Y.

♦♦♦

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

♦♦♦

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

♦♦♦

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 16c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

♦♦♦

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, special representatives for leading daily newspapers.

♦♦♦

PENS.

ALL makes of fountain pens repaired. Prompt service, reasonable prices, accurate work. Fountain pens for sale. Agents wanted. PERRY PEN CO., Box 64, Milton, Wis.

♦♦♦

ADVERTISING AGENTS.

DON'T advertise for salesmen or agents until you get our lists of leading "want" ad persons. Sent free. HUNTERFORD & DARRELL ADV. AGENCY, Washington, D. C.

♦♦♦

TYPEWRITER CARBON AND RIBBONS.

FINEST woven ribbons, any color, for any machine, 50 cents. Carbon paper for use with typewriter, pen or pencil. Send for samples. HOWARD WHITFIELD, Red Bank, N. J.

♦♦♦

NEWSPAPER MAN WANTED.

QUICK—with \$1,000 to \$2,000. A fine opportunity seldom offered to connect as manager of good sized property in New York State. C. F. DAVID, Abington, Mass. Confidential Broker and Expert in Newspaper Properties.

♦♦♦

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTOR, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. BOWELL & CO., 10 Spruce St., New York.

♦♦♦

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising bulletins signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. JOHN DONNELLY & SONS, 7 Knapp St., Boston, Mass.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

♦♦♦
LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! THE MEN OF LETTERS ASS'N, 695 Broadway, N. Y.

♦♦♦
POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURG MANUFACTURING CO., 614 Park Row Bldg., N. Y.

♦♦♦
COLLECTIONS.

QUICK collection of accounts can be secured by aid of Carl's series of seven rubber stamps, mailed to any address in neat box, with full explanation of their use, cushioned \$1.50, plain \$1. CHAS. A. SWEETLAND, Box 83, St. Louis, Mo.

♦♦♦
A LIVE NEWSPAPER MAN.

WITH about \$4,000 cash, can buy half interest in a N. E. State syndicate of weeklies printing big profits. Examine this proposition and realize the great field and business. C. F. DAVID, Abington, Mass. Confidential Broker and Expert in Newspaper Properties.

♦♦♦
COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

A factory cost, \$5,000 received in trade. I've got my profit. Will print your adv. on all or part at cost. Write quick. L. R. LINDLY, Anderson, Ind.

♦♦♦
SIGNS, SHOW CARDS.

FOR Show Cards, Window Display Signs, BINGER, 705 Broadway, N. Y. City.

Price Tickets, go to The only up to date show card house in the U. S. The largest of its kind in the world.

♦♦♦
PRINTERS' MACHINERY.

PRINTERS' modern machinery, new and rebuilt. Type of the American Type Founders manufacture. Quality, not price. The best is none too good for you. CONNER, FENDLER & CO., New York City.

SECOND-HAND cylinder presses, jobbers, cutters, Washington hand presses, etc., thoroughly rebuilt. Write for prices. NEIL CAMPBELL CO., 23 Beekman St., New York City.

♦♦♦
BUSINESS OPPORTUNITIES.

ADVERTISING solicitors make money "specials." Particulars free. TRIBUNE PRINTING CO., Room 4, Tribune Bldg., Louisville, Ky.

TO LET—Front part of one of the finest lofts in the city, at 114 West 23d St. (Station E. Postoffice Building, strictly fireproof), near 6th Avenue. Size about 32x60. Abundance of light, steam heat with both freight and passenger elevator service. A splendid place for mail order, publishing or light manufacturing business. Rent low. Address or call on premises. K. M. MORRIS.

♦♦♦
SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper, call on us and let us tell you what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SUTPHIN, 45 Beekman St., New York.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, 1 1/2 inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

MAIL ORDER SPECIALTIES AND PREMUMS.

16,589 DRESS and cloak cutting charts sold in Jan. to one publisher. Unequalled premium. Published "for the trade;" no advertising on it. 66-23 per cent profit in it to agents and mail order men. No stock required. We can mail direct to consumer. We furnish particulars. We supply electros. Sample 50 cents, particular for stamp. P. C. KULLMAN & CO., 23 Duane St., New York.

NEWSPAPER BARGAINS.

\$1,000 CASH buys quite a weekly and job business in Ohio. I seldom have such an opportunity.

\$1,000 buys a good weekly proposition in Oregon. \$900 or more down.

\$2,500 buys a good Republican weekly in Ohio. Reasonable terms.

\$4,000 buys a reliable weekly in New York State paying \$2,000 a year. \$2,500 cash required.

See six other ads of mine in these columns.

Those who have reliable property for sale and would be buyers of same will connect with C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADDRESSING MACHINES.

THROW away your old mailer. Fire it out. Never mind what it cost; it's costing you more to maintain than you can afford. Adopt F. D. Belknap's New Envoy addressing machine. Send for booklet. F. D. BELKNAP, 290 Broadway, New York.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed like typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses it; so does *Cosmopolitan Mag.*, Butterick Pub. Co., C. E. Ellis Co., *Popular Fashions*, A. D. Porter Co.

WALLACE & CO., 10 Warren St., New York.

PUBLISHING PROPERTY WANTED.

I HAVE customers who have money and want to buy papers ranging in value from \$1,000 up into the hundreds of thousands. I would like to learn of more good newspaper properties whose owners want to sell at a fair price and are willing to tell what they have for sale and to give the facts to justify the valuation placed upon their paper. I already have on my books, and have confidential arrangements with many such, but not such as meet the case of all customers.

I appreciate the desire for privacy on the part of many owners, and am prepared to act according to their wishes; but the very first essential is for me to know enough about a proposition to have confidence in it. I must have the faith myself to inspire faith in others, and to get this I must have the facts.

EMERSON F. HARRIS, Broker in Publishing Property, 150 Nassau Street, New York.

ADVERTISING SPECIALTIES.

AVE two splendid advertising cards, "Silent Fortune Teller" and "Hand Reading" (2x7), printed on thin card, one side, copyrighted. Half of reverse side can be used for display advertising. Just the thing for prominent houses to house distribution, fairs and expositions. Interesting; no one would destroy. Send 5c in stamps for samples. Address A. F. DUPFLIN, ADVERTISING COMPANY, 239 Broadway, New York.

\$16.50 FOR a good second hand tricycle wagon. We furnish the American new 23x16 inch tires with each wagon. The many uses these wagons can be put to make them an absolute bargain. The body can be removed and big display of any advertising can be built up. Can be run by a boy. Terms cash with order. Shipped. F. O. B. cars here. All orders filled subject to being on hand when orders are received. Write for cut. ROAL-STER CYCLE SHOPS, Camden, N. J.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

WHO WANTS A DAILY?

\$3,000 CASH and a reliable man can buy a substantial daily paying good profits, within 100 miles of New York City. Balance on easy terms. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

CIGARS.

IRECT from the factory. Genuine hand made, high grade goods. Pleased customers everywhere. See what you'll save! THE HAMILTON CIGAR CO., Lancaster, Pa.

OBERS and retailers, profit is yours. We make cigars—you smoke them; 55 cigars \$3, c. o. d. Money back if you don't like them. E. NOADY CIGAR CO., 935 W. 9th St., New York.

MAIL ORDER.

AIL-ORDER papers, furnished printed complete, at low prices. TIGBANE PRINTING CO., Room 4, Tribune Bldg., Louisville, Ky.

—O MEN AND AGENTS—We have the article that will yield you \$15 on an investment of 15 cents. Everybody wants it. Sample sent for 10 one-cent stamps. Address

JOHN P. MASON & CO., Hancock, Md.

SITUATION WANTED.

Y A compositor who can set and distribute from 2,500 to 3,500 ems per hour; no bad habits; never drinks, smokes or swears; first class references from previous situations; can be depended on never to leave employer in the lurch; will work 24 hours per day, if necessary; will be entirely satisfied with wages prevailing in office of employer; will do twice as much work without the pay; have had experience in offices of daily, a weekly and weekly, 32 States, and proudly refer to any of them. References and full particulars by addressing SIMPLEX-ONE MAN TYPE SETTER, care The Unitype Company, 150 Nassau Street, New York.

PREMIUMS.

OOM your circulation. Particulars free. SOUTHERN ART COMPANY, Room 4, Tribune Bldg., Louisville, Ky.

ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. 10d. list price catalogue free. S. F. MYERS CO., 45-50 Maiden Lane, N.Y.

UR circulation building plans are used and approved by leading daily, weekly and monthlies of the country. Business managers and circulation managers should write at once for details of our latest plan and offer, as we take only one daily per city. Catalogue and particulars sent free. THE DOMINION COMPANY, Dept. D, Chicago.

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

ICYCLES and tricycle wag'ns. Factory to buyer. Write ROADSTER SHOPS, Camden, N.J.

FOR wood fan handles write HANLON BROS. PAPER & MFG. CO., Barnesville, O. Prices right.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PERPETUAL calendar, vest pocket size. Aluminum, beautiful design, with ads in metal, photos, etc., to order. Finest ad novelty on earth. Sample, prices, etc., by mail 10c. CALENDAR WATCH CO., Glasgow, Ky.

UR Paperoid Card Cases "wear like leather." Five hundred, with your ad, \$5; one thousand, \$9. Less for more. Without ad. for printers and others, \$7.50 per thousand. Samples mailed. FINK & SON, 4th & Chestnut, Phila.

NEWSPAPERS WANTED.

A DEMOCRATIC daily proposition in the Mid-West—a Republican daily in Michigan or nearby State. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

A DIVERTING agents serving their clients honestly, call up TOILETTE; estab. 1881.

NEWS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

SPECIAL PATHFINDER, Mar. 2, 53,000 proven 10c. line flat. Address ATHFINDER, D. C.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

NYA OSTERN, WECKOBBLAD, Worcester, Mass. 1st class Swedish w'kly cir'lat'g in N.E. States.

THE LAKESIDE MAGAZINE, Elyria, O. First-class medium. Advertising agents wanted.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

THE HOME, 10,000 monthly, 5 cents an agate line, flat rate. Samples free. Tribune Bldg., Room 4, Louisville, Ky.

OUR circulation extremely healthy, and your ad will pay if planted in SOUTHERN FIELD & FIRESIDE, Ashwood, Ga.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE BERKELEY NEWS, Holly Hill, S. C., is the official newspaper for Berkeley County. A good advertising medium.

A BONA FIDE cash-in-advance subscription list; none others taken. THE BERKELEY NEWS, Holly Hill, S. C., near Charleston.

A DS for the WESTERN SCOUT, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

A DIVERTERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

THE HARLEM POST, only German weekly for Oak Park, Harlem, Maywood, Melrose Park and River Forest. FRANK LEHMANN, Oak Park, Ill.

THE LAST FRONTIER, circulation 5,000, principally farmers. Rates 5c. per inch net. Good returns. FRONTIER PUB. CO., Oklahoma City, Okla.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. W. E. K. & CHAPMAN, publishers, Vian, I. T.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

THE BERKELEY NEWS goes to 25 postoffices in Berkley County, S. C. It is the only paper printed in the county. Address Holly Hill, S. C., near Charleston.

TWENTY-FIVE words 25c. to prove these splendid medium. Extra words 1c. each. P. a. a. THE BUSINESS ENTERPRISE, THE EAST-NEST WORKER, Norwalk, O.

If you want to reach the people on the Eastern Shore of Maryland, advertise in the EASTERN CHURCHMAN, Salisbury, Md. Brings results. Enters the best homes. Read by the best people.

TROJAN'S NOTION; is unique and snappy; on y 50c. year; read by good people. Try an ad: 15c. inch. TROJAN'S NOTION, Jonesboro, N. C.

BRISTOL (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

A DVERTISE in the PASSAIC CO. PRESS, Passaic, N. J., which means 9 different weekly papers circulating in Passaic and Bergen Counties. Total circulation 2,600. Advertising rates \$1.50 per inch per month.

TO reach the Deer Island people the Stonington (Me.) PRESS must be used. There is no substitute. Newspaper advertising will pay when placed in the PRESS, which is in touch with the people and reaches the home and fireside.

THE BET pays advertisers; best local paper in Cherokee Nation. Contracts are made subject to three months' trial. Rates on application. Subscription price \$1; samples free.

THE BEE, Fairland, Ind. Ter.

THE WALTON TRIBUNE, Monroe, Ga., sworn circulation 1,200, 8 pages weekly, perfect typographically, the "first country weekly of Georgia," is most popular and most carefully read paper in city of 2,600 and county of 22,000 population. Goes into best homes. Is appreciated and paid for. An ad in it brings results. Write for rates.

THE COURIER, Clark, So. Dak., is published at the county seat of Clark County (population 16,000), one of the best counties in the State, which is receiving a large immigration this year. Every man in Clark County knows of the COURIER, and most of them read it and pay for it. No other paper in the county is read by so many people.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

A FFIDAVIT—1, E. P. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901, S. E. TRACY, Notary Public and for Harris County, Tex.

THE HUB, Attica, Ohio, published every Wednesday. Largest circulation of any paper ever printed in Attica. THE HUB is a clean, readable newspaper, and is read by all classes of citizens. It is reliable and covers its field thoroughly. It reaches the farmers and workers in the factories of the section. No advertiser should overlook the HUB when covering this territory. Advertising rates and sample copies sent on application.

THE best adv'g medium in Dodge County, Minn. —the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN. Est. 1869. The largest and most popular and well-to-do constituency of this paper he reaches so economically as through the REPUBLICAN. All home print. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

CIRCULATION Pointer. This is to certify, that for the four publication days in January, 1901, the aggregate mailed weight of the two weekly newspapers, entered at the San Angelo, Texas, postoffice, was 1,296 pounds, of which the San Angelo STANDARD mailed 951 pounds. J. G. MURPHY, Proprietor San Angelo STANDARD. Sworn and subscribed to before me this 14th day of February, 1901, Felix Probenmt, Notary Public in and for Tom Green County, Texas.

THE BESSEMER WORKMAN is a Democratic weekly, circulation 1,160, official organ of the city of Bessemer, population 8,718, the fifth largest city in the State. A live paper in a live community. Publishes all ordinances and reports of city administration. Has had a continuous and steady growth from its birth, and is still growing. Its readers are buyers. Sample copies and advertising rates on application. THE WORKMAN PUB. CO. (inc.), Bessemer, Ala.

MISCELLANEOUS.

WIRE envelopes. Pull the wire and it is open. Convenient. 1,000, printed, \$1.80. Samples free. MAGIL, 708 So. 5th St., Philadelphia.

NEWSPAPER MAN—QUICK.

83,000 CASH—balance on easy terms—buys the majority interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,400 circulation. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

FOR SALE.

A. H. SMITH, newspaper broker, Earville, Ill., has many good offices for sale and wants more. In writing, if a buyer, state resources and wants—if a seller give particulars.

8750 BUYS weekly, independent, ten years established, good growing job brokerage. To dissolve partnership. Pop. 800. Rich farming community. Address PAULY & HOUSEWORTH, Mason, O.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

THE largest and best equipped office in a city of 100,000 inhabitants. Three cylinder and two other presses, Empire type setting machine, 8 tons of modern type. Everything in first class order and all paid for. Also, if wanted, first-class case and pamphlet binding, with modern equipment. Did cash business of \$15,000 last year, without solicitation, among steady customers. Can easily be doubled. Sold because proprietor has other business and can no longer give it his personal attention. Address "A," care Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

WOLSTAN DIXEY, Dayton, Ohio.

WM. WOODHOUSE, JR., Trenton, N. J., writes ads, booklets, catalogues—anything.

RETAILERS, add a mail order department. **GEO. R. CRAW**, Box 505, Cincinnati, O.

FOUR original ads for \$2, to new customers. Cash with order. **F. B. WILSON**, Kenton, O.

JED SCARBORO, writer of effective advertising. Request estimates. 20 Morton St., Brooklyn.

MELVILLE E. TRUX, Hartford, Conn., writer and illustrator, printer. Fine booklets specially.

MY business is aiding yours. I prepare ads, booklets, etc. Rates reasonable, references right. **J. W. SCHWARTZ**, Room 905, 5 Beekman St., New York.

MY services cost \$1 a month, one ad a week. Copy for page booklet \$1; advice any bus. subject \$15; 4 trial ads \$2. My booklet for stamp. **H. B. WILBER**, Times, Pittsburgh, Pa.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "JACK THE JINGLER" 10 Spruce St., N.Y.

I DESIGN all kinds of advertising. My two-inch mortised cuts are unique and catchy. Save your space and give best results. Write me what you want. **C. B. PERKINS**, 35 Globe Building, Boston, Mass.

ILAUNCHING a new business! Whether it will be an office liner or a cartoon may depend on your advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

OUR 14 weeks special offer. There are fourteen Mondays between and including March 11th and June 10th. This pretty nearly covers the entire summer. Your newspaper advertising ought to be the very best at this time. We want to help you make it so. We will write and illustrate 14 ads for any retail advertiser in any line for \$20. Send cash with order, also full data and size of space. **CHARLES AUSTIN BATES**, Dept. for Retailers, Vanderbilt Bldg., New York.

ILLUSTRATE advertising matter and I write it too, and people say I do it well. **C. DAN HELM**, 111 Nassau St., New York.

IMAKE a specialty of drug and paint ads that sell the goods. Your money's worth or your money back. 25c each. **MORSE**, Lincoln, Neb.

IONE dollar is about what you would be willing to pay for a good advertisement of your business, or for advice about your advertising, or to find out what I can do for you. I am willing to give several free the first month of service to get acquainted with a profitable new client. I will write one newspaper ad for any business for one dollar, or five ads for five dollars, cash with the order, if received by March 10. Or I will for one dollar send you a letter of advice telling you how to make your advertisement better, if you will send me a sample of it, with the dollar. I will not write more than five ads for one business at this price, nor except for cash with order, nor after March 10. **WOLSTAN DIXEY**, 109 Salem Avenue, Dayton, Ohio.

STRONG CIRCULARS.

SAN advertising solicitor on a large New York mail order medium looked over some circulars I prepared a few days ago for a mail order house.

He said that he had read the follow-up matter used by scores of large houses, and that the matter I prepared was the strongest and most logical of any he had ever seen.

Furthermore, he said that it is so decidedly out of the rut, and that the proposition is set forth in such an obviously honest manner, that the circulars will surely bring excellent returns.

A retail grocer, for whom I have been writing weekly circulars for the past six months, writes: "All of your ads are very good and our trade is growing each week."

I will send the names and addresses of the solicitor to this grocer to any one who wants to verify the statement.

Write to me about circular advertising.

I believe I can give you better service than can be had from any source at any price.

Send two dollars if you want an exhaustive criticism of the circulars you are now using.

HOLLIS CORBIN,

Specialist in Advertising,
258 Broadway,
New York.

A Good Medium to Reach Printers

February 16, 1901,
PRINTERS' INK, 10 Spruce Street,
New York:

For four months we have run a two-line ad "Gauge Pins, 3 for 10c." in your paper. We find that up to date 327 orders have been received. From Canada 21 orders, from Mexico 1 order, from England 7, from South Africa 3, from Australia 1, making 33 orders from foreign countries. As a medium for reaching the printers we are well satisfied with results obtained so far.

Yours truly,
PRINTERS' SUPPLY CO.

GOOD PRINTING

is a part of good advertising, as much as good copy. Any kind, every kind of printing a firm uses, ought to be good printing. Cheap, carelessly printed booklets, leaflets, circulars, etc., are an advertising opportunity needlessly neglected and allowed to go to waste.

Printers' Ink Press makes a specialty of and solicits orders for good printing along the mercantile line, where a distinctive something that contains advertising value is of special importance. Any order, large or small, will be given the utmost care and attention.

Orders received from and printing delivered to any place in the United States.

CALL ON OR ADDRESS

PRINTERS' INK PRESS
10 Spruce St.  New York

Nearly Two Million People

reside within a radius of sixty miles of Pittsburgh. When you consider this number, and the fact that these people are prosperous, you must reach the conclusion that Pittsburgh is singularly well situated. Advertisers cannot find another such field for exploiting any class of goods.

Money Talks!

Pittsburgh's mills and factories alone pay workmen \$60,000,000 annually in wages. How much of this do you need in your business?

THE GREATER P

is a city of many "kings"—King Steel, King Gas and a host of others.

The one who rules them all is

Old King Pro

His Royal Highness has long been a Hague v

Pittsburgh Chronicle

Both are continually attracting the attention

Matchless Resources of the

Advertisers have always made money in Pittsburgh now than at any previous time. It is well known that it is one of the first cities to benefit by good times and to suffer by adverse conditions. The marginal data of a glimpse of the wonderful advantages possessed by business activity.

You need the CHRONICLE
moment you reach

because it is the paper that reaches the right people and render advertising in its columns highly profi

THE S. C. BECKWITH & SONS

Sole Agents Foreign Ad

47, 48, 49 & 59 TRIBUNE BLDG., NEW YORK

GREATER PITTSBURG

King Steel, King Coal, King Coke, King Glass,
King Glass, King Coke, King Steel,

King Prosperity

been in league with the

Chronicle Telegraph

ing the attention of the world to the

sources of the Smoky City

the money in Pittsburg, and are making more
money. It may well be said that Pittsburg is one
of the last to be affected
marginal data of this advertisement afford a
vantage possessed by Pittsburg as a place of

CHRONICLE TELEGRAPH the you reach Pittsburg

aches the right people in such numbers as to
make high profitable.

WITH SPECIAL AGENCY

ents Foreign Advertising

NEW YORK 469 THE ROOKERY, CHICAGO

Are You Looking for Business?

If these facts really
concern you, it follows
that you must have an
interest in the

Chronicle Telegraph

for this newspaper covers all the territory included in the Greater Pittsburg, and is THE BEST of all the evening papers as an advertising medium. Merchants who have personally investigated its merits will tell you so. Come to Pittsburg and talk it over with them. A good time to use the CHRONICLE TELEGRAPH is all the time.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Advertisers desiring to subscribe for PRINTERS' INK for the benefit of advertising, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch, \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 6, 1901.

IF good ads pay, better ads will pay better.

THE March magazine advertisement of Ivory Soap is a sublimation of daintiness.

AN advertising critic describes a certain contrast as follows: If your circular goes to country folk, load it with description and specifications; if to city people, don't give them too much to read.

WRITING of PRINTERS' INK, Mr. Melville E. Trux, the well-known adwriter of Hartford, Conn., says:

I have been a student of it for many years and am much indebted to it, for its contribution to my success has been large.

THOUGH one may write and rewrite an ad for half a dozen times and finally come back to the first draft as the best one, it does not follow that by trying and trying again one cannot generally improve upon the first effort.

IT is easy to make a store window an effective factor in retail advertising; and it also appears equally easy, from the specimens one occasionally sees, to utilize it to impress on the passing masses what an ass the retailer is.

"BLOW your own horn" is a maxim which the larger business houses of the United States have outgrown. The most successful business men are beginning to think it wiser to pay trained trumpeters to blow their trumpets.

No business is too small for judicious advertising of some kind.

CLAYTON & COMPANY, the wholesale manufacturing tailors of London, are desirous of securing specimen copies of all American journals devoted to the art of advertising.

A CHINESE proverb says that "armies are maintained for years to be used on a single day." The same moral may be applied to advertising: It must be studied, improved and maintained before the use of it will bring the proper effect.

IN its Jan. 19 issue the Joliet (Ill.) *News* prints letters from prominent citizens of Joliet which show how this newspaper is highly regarded in its own town, as well by those who disagree with it politically as those who agree. The mayor says "it is a credit to the city."

IT is an interesting fact, stated by a PRINTERS' INK correspondent, that small handbills, costing about one dollar per thousand, distributed on the streets of Savannah, Ga., and San Francisco, Cal., by local merchants, bear the imprint of Woodward & Tiernan, a large St. Louis, Mo., publishing and printing concern.

MR. CABELL TRUEMAN, the well-known advertising writer and agent of Philadelphia, says of PRINTERS' INK:

I have written advertising matter for about eight years, and read PRINTERS' INK ever since the day when I "proved galley" as a printing office "devil." The Little Schoolmaster is entitled to credit for all I know about advertising that experience and practice have not taught me.

A BOSTON correspondent of the Little Schoolmaster writes:

The proprietors of Dref's Gout and Rheumatic Pills are so positive of the curative powers of their remedy that they have decided to distribute 50,000 packages as samples, naming two druggists in each town as distributing agent. To prevent children sending for packages, merely out of curiosity, those who write for a package are required to send two two-cent stamps, to pay postage, on receipt of which the sample is sent, together with directions, testimonials and other literature.

SAVING one's money by not doing necessary advertising is like saving it by starving to death.

CIRALLI, a photographer of 3 Main street, Yonkers, N. Y., advertises in the *Herald* of that city as follows:

Shakespeare wrote, "One touch of nature makes the whole world kin," and that same touch of nature is what makes my photographs so lifelike and full of expression. I am giving one dozen cabinets, together with a life-size platino portrait, for \$3.

AND now some one rises to say in the *New York Times* that the Witch Hazel picture of the South American Indians bringing in great bundles of witch hazel branches to the medical distillery is merely pictorial. "As a matter of fact, the great bulk of all the witch hazel distilled is made in factories on the shore line division of the New York and New Haven Railroad."

THE *Newspaper Maker* of Thursday, Feb. 21, is a special edition issued in honor of the American Publishers' Association. It contains twenty-four pages, wherein appear a number of halftone portraits of well known members of that association. Otherwise it is interesting and contains a fair amount of advertising. On the whole Mr. Lancaster is to be congratulated upon producing an issue so much in contrast with his previous efforts.

INSTEAD of elaborate art posters, designed at high cost, entire editions of which formerly found their way into the portfolios of collectors, book publishers are using more and more space in the newspapers and magazines to push the sale of a new work, while many are beginning also to realize the immense advantages to be derived from placing their announcements before that portion of the reading public which patronizes the street cars and elevated trains. Those publishers who still use posters do so in connection with their other forms of publicity and use them mainly on poster stands fronting on a much-traveled thoroughfare.

THE cheapest, quickest and easiest way to convey information to the citizens of any community is by the use of the columns of the local newspapers.

GEORGE McL. PRESSON, a jeweler of 15-17 Broadway, Farmington, Me., makes an interesting advertisement with the following assertions:

"Do you know it? Daily, just before the hour of noon is up, an officer at the Smithsonian Institute in Washington—one of the greatest scientific homes in the world—takes the time. In the same way the mariner takes time aboard ship. A modern contrivance connects the observatory with the whole great circuit of wires of the Western Union. Every telegraph office, big or small, echoes the solemn tick of the Washington chronometer for a few minutes. Time waits for nobody. It has the right of way till noon. I have one of those electric clocks in my store. Standard time from Washington received daily. If you want your watch regulated and timed by official time, step in; it's free. If you want your watch to keep standard time to the nearest possible fraction, have it cleaned or repaired here. I do good work, and good work only. All work is warranted. I solicit difficult and particular repairs as my specialty. Cases cleaned and polished free of charge."

IN *New York Education* (Albany) for February, Mr. Jas. B. Dill has an article on "Education as an Element of Business Success." Mr. Dill's view may be summarized in the following sentences he used:

If a young man has the wisdom to realize that the college course has simply been to him what the heat is to the metal, a primary preparation which emphasizes the quality of the stuff of which he is made, and at the same time has the sense to recognize the fact that he must begin as a beginner and trust to the quality of his metal to take him along faster and ultimately higher than a man who has had less original mental training, then he will get on in the world and will find that his education has not been merely an element, but an essential element, of his business success. On the contrary, if the college graduate takes the position that because he is a University graduate he is therefore already prepared to take at the start a high position, a dignified situation and no other, he will find himself a disappointed man. The principle is this: A college education does not so much help a man to start at the outset on a high round of the ladder of business life, as to climb faster and ultimately to reach a more exalted position than his less educated competitor.

THE great agents and salesmen of the twentieth century will be the adwriters.

COMMENTING on the present monomania of display church advertising that appears to have struck the country, the *Burlington (Ia.) Hawkeye* of Feb. 17 says:

Perhaps the end justifies the means of this new method in extending the scope of religious effort to classes which could not be reached by other agencies; if it brings within the radius of church influence large numbers of persons as yet beyond the spiritual forces of Christianity, the method can hardly be condemned because it happens to be out of the ordinary. But it seems painful that it should be necessary—or should be considered so—to attract people to the house of God by such methods. After all, one likes to think of religious worship as something apart from our everyday methods. Yet we will not claim to be correct, for this may be a very old-fashioned feeling. The Salvation Army employed its extraordinary methods for years before the world would acknowledge what is everywhere now admitted, that that organization is a great power for practical good. And it may turn out so with display advertisements in newspapers for religious purposes.

In *Fourth Estate* (New York) of Feb. 13, Mr. C. A. Bates has an amusing letter of three columns upon "Preaching by Ads," from which PRINTERS' INK takes the privilege of extracting the following:

In Ashtabula Rev. Whittaker is advertising the religion of the meek and lowly Nazarene in a manner that vividly recalls the methods of the late Phineas T. Barnum. However much one may believe or disbelieve all of the doctrines of the Christian religion, it is surely jarring to see it advertised in a way that would be flippant and reprehensible in putting even a patent medicine. Now, the Christian religion ought to be advertised. There are many thousands of people in the country who could use it to advantage who are not now using it. But the advertising ought to be of the right sort. Church services should surely be advertised as continuously as are the theaters, and I am really inclined to believe that a regular, businesslike campaign of advertising—just simply advertising the principles of religion—would produce inestimably valuable results. Why shouldn't religion be advertised just as any other desirable thing, with a note at the bottom offering to send booklets free? Let the booklets be prepared by the leading religious experts, and let them apply the principles of a religion to everyday conditions and surroundings. For instance, "How to be good though a policeman;" "The golden rule as applied to dry goods;" "The Lord's prayer as applied to the commission business."

THE four-page illustrated article in *Scribner's* for March by Cleveland Moffett on "Winning the Seven-Day Fight: A Contrast Between What Was and Is in Weekly Journalism," which is inserted as an advertisement of *Collier's Weekly*, makes an excellent impression.

"PRINTERS' INK finds its way regularly to Cuba and is highly appreciated by those who can read English. Many of its good things are orally translated or explained to Spanish-speaking business men. Business methods, however, have not reached the point of development that would promise immediate or important returns from a Spanish edition of the 'Little Schoolmaster.'" So says a former member of its staff now at Havana.

Ainslee's Magazine for March contains an article, "Traffic and the Country," by Arthur I. Street, telling of the development of traffic distribution in accordance with the geographical location of the large cities. The writer details the causes that led to the gradual reversal of traffic conditions existing twenty years ago, and describes the evolution that occurred with the building of certain railroad lines, which, giving increased advantages to some cities, lessened the commercial importance of others. He says, among other things:

Twenty or more years ago nearly everything gravitated toward New York, Boston, Philadelphia and other cities of the North Atlantic section. The raw products of every portion of the West, from Utica to Denver, tumbled over themselves to reach the manufactories of the East. The retailers of the West, from the Monongahela to the North Platte and the Sacramento, sent their orders for pots, hoe handles and groceries to the jobbers of the Harlem and the Schuylkill. The farmers of the West shipped their wheat and corn from the Mississippi Valley to the shores of the Hudson and the Narragansett to purchase their plows and their harrows. But in the latter portion of the seventies the process began to stop, and it has been stopping ever since. The food stuff and the raw material of the West have found that home is a good place to stay. Grocers and furniture dealers and clothiers and shoemakers think that freight charges saved are better than trademarks of old firms on the Atlantic.

GUARANTEED CIRCULATION RATINGS.

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was

POST; every evening; except Sunday, and Sunday morning; independent; daily ten to sixteen, Sunday twenty-four pages 18x24; subscription—daily \$7.80, Sunday \$2; established 1893; John Carroll, editor; The Post Printing and Publishing Co., publishers.

Circulation—Daily: In 1895, **G.**, Actual average for 1896, **16,977**; for 1897, **21,250**; for a year ending with September, 1898, **26,195**; for 1899, **25,235**; for 1900, including Sunday, **25,259**.

Sunday: Actual average for 1899, **27,650**; for 1900, **27,764**.

Guaranteed—The absolute correctness of the latest circulation rating accorded the Evening Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Publisher's announcement.—The Denver Post has the full Associated Press service, and also prints exclusively and simultaneously all of the W. R. Hearst features, and has an all star local staff of writers and picture makers. Each issue is printed in colors.

were guaranteed appeared as a general thing to feel as though freed from a nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers (small in number) who have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. The publishers of the American Newspaper Directory have often expressed the opinion that not one newspaper man in the United States could be found who would for one moment hesitate to kill the American Newspaper Directory if he had the power and could exercise it in the dark. The position of the Directory publishers on this point has, however, been somewhat shaken of late by receiving several responses to the guaranty offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions sustaining the work of the Directory, and indicate a change of attitude on the part of some (a very few) of the leading papers of the country. It is gratifying to note that, after thirty-three years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid (however small) from men who conduct the best class of newspapers and make a practice of letting their actual issues be known. Correspondence on this subject may be addressed to GEO. P. ROWELL & CO., Publishers of the American Newspaper Directory, No. 10 Spruce St., New York.

To impress the ordinary public, things must be expressed in the language in which they do their every-day thinking.

THE Pittsburg Advertising Company, of Pittsburg, Pa., prints the following definition:

A good advertisement does not necessarily cover a large space; it does not have to consist of many words, but it should always say the right thing in the right way. The words should fit like the key fits the lock. Such an advertisement, no matter how simple it may be, is a work of art, a creation of genius, and its chief recommendation rests upon its results.

THE following description concerning a new and apparently wonderfully successful method of introduction, in this case at least, appeared in a recent number of the Pueblo (Col.) *Chieftain*:

Never until yesterday has it been the fortune of the *Chieftain* to meet a lady "introducer" of cigars. She has been in town a week and the *Chieftain* has heard of her in many of the downtown business houses and office blocks, where she has been introducing a new cigar to the consumers of the city, but not until yesterday was it the writer's fortune to meet her. She visited the *Chieftain* office yesterday and asked for the business manager, and every man in the counting room stepped forward to wait on her. She stated her business briefly and to the point—namely, that she was introducing the famous "Civilian" cigar, a brand new and strictly first class piece of goods manufactured by one of the well known and popular Pennsylvania union factories. She talked modestly about the superiority of her cigars—told the writer that it was strictly a ten-cent grade of goods and asked him to try one, which he did, and wants to say right now that a finer piece of tobacco was never placed in a smoker's mouth than the new "Civilian" now being introduced to this market. It has all the flavor of twenty-cent Havanas, and when the writer expressed his delight at the delicious aroma and flavor of the "Civilian," the charming vendor of the week presented the scribe with a whole box, and told him that during her stay in the city she had visited nearly every downtown business man who was a smoker of ten-cent goods, and had succeeded in placing a large number of orders with consumers. In a few days she said the "Civilian" could be bought in every retail cigar store in Pueblo, the distribution of it being in the hands of one of the big wholesale houses of the city. If all cigars were sold by as neat and modest little ladies as the one who is introducing the "Civilian" in Pueblo, the manufacturers would not be able to supply the demand and all the smokers would be broke trying to buy an advance supply so as to help her along.

PRINTERS' INK would be pleased to receive the name of every man engaged in the advertising business. Those who write should indicate whether they are advertisement writers, advertising agents or whatever else. It would also be interesting to learn from the writers whether they are working "on a salary" or are free lances. If all who should answer do so, the list resulting will be exceedingly valuable, and will probably be published in these columns.

LEDERER, STRAUSS & Co., of Des Moines, Ia., issue a monthly *Milinery Guide* wherein prettier hats are exhibited above prettier feminine faces, and fashions discussed in a manner to produce conviction. The publication is sent by the wholesale house to the retailers who patronize it. The following article published under the heading of "The Decline of the Catalogue" gives some excellent reasons for the existence of such a monthly as has been described:

There was a time when a catalogue was considered a good thing by the milliner. That time has passed, just as the time has passed for the flint-box, by means of which a generation some time past was wont to kindle fires. The illustration is not far fetched. The milliner has found that in ordering from a catalogue she has as frequently missed getting the desired article as the man of olden time missed striking fire with the piece of flint on a frosty morning. A catalogue must of necessity be prepared in advance of the season. The work of arranging cuts often occupies a month's time—perhaps even longer. By the time everything is arranged and the catalogue is mailed, a great many of the particular articles shown have given place to something later and more desirable. The inevitable consequence in ordering styles from two to three months behind the fashion is to burden your stock with unsalable goods. We formerly issued a catalogue, but soon discovered the injury it directly worked to the customer and indirectly to ourselves. It was in accord with the spirit of progress that we established *Lederer, Strauss & Co.'s Millinery Guide*. It is virtually a millinery newspaper. The object is to keep the trade accurately posted on all the changes of style, and illustrate each month the most striking novelties. The *Guide* is printed on one of the best newspaper presses in Des Moines, and, like a newspaper, the forms are held open until the last moment for the reception of news about millinery styles. By reading the *Guide* you become posted and can order with confidence.

A poor ad is a poor investment at any price.

REID, YEOMANS & CUBIT, a New York City retail druggist incorporation, issues a catalogue of 80 pages, which is much more interesting than any others. PRINTERS' INK has ever seen. Pictures of the three members of the firm are given, a page is devoted to "How to Order Goods," a pair to "About the General Management of Our Store," and then to the thirty-third page appear a host of attractive small descriptions of such chemicals, articles and sundries, etc., as are usually purchased in a drug shop or stationery store. After that is printed a catalogue, taking up 35 pages, of patent medicines and their prices—how many thousands of names the Little Schoolmaster would not care to estimate. The following extract from the "About the General Management" department will be found interesting:

The drug business of to-day differs so widely from that of twenty years ago that we feel that people who are living in "the times" would like to know just how a modern drug store is conducted. We shall endeavor to give you some light on the matter as plainly as possible.

It is our aim to have a drug store of the first class and at all times serve you to the best of our knowledge and ability. We have a perfect system of delivery. Any order coming to us by telephone, telegraph or messenger has our immediate attention and is dispatched as rapidly as possible when ready. "Postage stamps always; all you want," we have made a feature of our business. Stamps are sold to you as cheerfully as any other article you might wish to buy. It is not considered a favor to you to sell you stamps. We want you to make this store your store, and feel perfectly at home in it. The general management of our store is under our direct supervision. When you come here we always try to see that you are well taken care of. In the matter of prices we always endeavor to meet competition, and, quality considered, our prices are always as low if not lower than others. We buy all goods (which will keep) in quantities, while such as deteriorate or spoil with age we purchase in small quantities, preferring to give you at all times perfectly fresh drugs and medicines. We want you to know about this. We think you will be interested. That's one of the reasons we published this book. If you are not a customer now we would like to have you see how pleasant we can make it for you to trade with us. To fully and promptly supply the needs of people is our aim.

THE people who read newspapers and magazines have, as a rule, a belief that publishers have no conscience about loading up their periodicals with advertisements at the cost of reading matter. Yet occasionally some proof comes to the surface that publishers have some scruples in this respect. The *Ladies' Home Journal*, for example, will accept just so many columns of advertisements, and no more. This proportion, for instance, is 70 columns of advertisements as against 122 columns of reading matter in each issue of 48 pages. When the advertising space is full all business is declined. The skeptical may ask, "But is there any business left to decline?" There is, decidedly. For nearly every issue during 1900 there were from four to twenty-six more columns of desirable advertising received than could be accepted, and as each column in the *Journal* costs one thousand dollars the publishers turned away thousands of dollars, which, simply because of principle, they would not accept.

IN DAVENPORT, IOWA.

DAVENPORT, Iowa, Feb. 22, 1901.
Editor of PRINTERS' INK:

We have your issue of the 20th and note with great satisfaction the article on page 41 in regard to circulation and the comments you make thereto. The *Times* is the only paper in Davenport that makes known its circulation, and we have had an uphill fight here against the exaggerated circulations that they have been claiming for years, but we are gradually winning out and getting our share of the business.

The stand you make in this article and your comments were very much appreciated by us.

We have offered a reward of \$100 if the *Times* cannot show a paid circulation twice that of the *Democrat*.

We are very much interested in PRINTERS' INK and hope you will continue the good work.

Wishing the "Little Schoolmaster" every success, we remain,

Yours very truly,
THE TIMES CO.,
E. P. Adler.

The *Times* is the only daily in Davenport from which the editor of the American Newspaper Directory ever succeeded in getting a straightforward circulation report.

DESECRATING NIAGARA.

A recent number of the Chicago (Ill.) *Inter-Ocean* contains the following interesting statements concerning the present advertising desecration of Niagara Falls, one of the grandest pieces of scenery on the American continents:

Unless heroic measures are taken, Niagara Falls is likely to become the great American signboard exhibition ground. Visitors who travel far to gaze on the wonders of nature will confront gaudy posters advising them to wear dollar steel-ribbed corsets, to smoke five-cent Filipino cigars, and to eat perpetual-health breakfast food. The hump-back hook and the \$3 shoe, the never-fade striped shirt and the double-heeled stocking will challenge notice. Never-rip "pants" and bargain waists, patent cough mixtures and new face powders will vie with one another in blotting out the scenic effects of one of the most famous beauty spots in the world. The advertising agent has marked Niagara Falls for his own.

Already the encroaching hand of the vandal advertiser has appeared on the Canadian side of the river, and huge signs have been erected along the upper river bank, just outside the government tract. The signs planned for the Clifton house property will overlook the Queen Victoria park, and will certainly detract in a great measure from the harmony and beauty of the natural surroundings of the park. It is the purpose to place signs along the high bluff overlooking the park on the Canadian side, and one enterprising advertising agent offered \$4,000 for the exclusive privilege to a New York man who owns a small strip of land just above the Falls View station of the Michigan Central railroad. The property-owner refused the offer. Schemes are on foot to placard the gorge on the Canadian side from every point of vantage that can be secured. If some step cannot be taken to stop the desecration of the natural beauties of the falls, all the surroundings of this grand cataract will be ruined. The New York State commissioners have fought to preserve the State holdings, and have successfully appealed to property-owners to help them, and to-day the only sign near reservation property, the park, or the islands on the American side is the Pan-American billboard, on the property of the International Traction Company, overlooking the approach to the upper steel arch bridge.

The outbreak of the advertising craze is due partly to the fact that the Pan-American Exposition at Buffalo next summer is expected to attract thousands of visitors, who will make the trip to the falls.

THE White Seal at the Sphinx Club is becoming almost as much in evidence as the traditional nigger in the wood-pile.

WRITERS' TEXT-BOOKS.

PRINTERS' INK frequently receives requests for lists of books dealing with the writing of English. The list that follows is published in the February, 1901, issue of the *Editor*, of Franklin, O., which sends postpaid any of the books mentioned on receipt of price. Every reader of the Little Schoolmaster knows that writing literature is widely different from the production of advertisements; still, as both have for their basis the use of the English language, the names that follow may not be without value:

Crabb's English Synonyms.....	\$1.25
Edwards, E. Words, Facts and Phrases	2.50
Everybody's Writing Desk Book..	50
Five Thousand Words Commonly Misspelled	75
Soule's English Synonyms (new edition)	2.25
Wood, Rev. James. Dictionary of Quotations from Ancient and Modern Sources	2.50
The Writers' Hand-Book.....	2.50
The Rhymer; or the Rules of Rhyme	1.00
Walker's Rhyming Dictionary.....	1.50
A Practical Course in English Composition (Newcomer)	90
How to Write Clearly (Abbott)	60
A Treatise on English Punctuation (Wilson)	1.15
Punctuation and Other Typographical Matters (Bigelow).....	50
Mistakes in Writing English and How to Avoid Them (Bigelow)	50
Handbook of Blunders (Ballard)	50
Slips of Tongue and Pen (Long)	60
Errors in the Use of English (Hodgson)	1.50
Familiar Quotations, 9th edition (Bartlett)	3.00
Roget's Thesaurus. Cloth, 1.50.	
Half leather	2.50
The Verbalist (Ayres)	1.25
Practical Synonyms (Bechtel).....	50
The Reader's Hand-Book (Brewer)	3.50

ACCORDING to the statement on the first page, the pamphlet issued by the Star Press, of San Francisco, is "an amicable proceeding" to secure the patronage of the lawyers of that city. This odd booklet imitates a law brief, both in type detail and wordy construction. The tortuous phrasing language peculiar to such documents is observed throughout. At first glance the average person is deceived in the real character of the book. It is quite an unique advertisement.

SOME SPECIAL ISSUES OF PRINTERS' INK.

Press Day, Wednesday, March 6.
RETAIL CLOTHIERS.

For the purpose of increasing the subscription list of PRINTERS' INK among retail clothiers in the United States, a sample copy of PRINTERS' INK, issue of March 13, will be sent to every retail clothier, 14,113 in all.

Advertising rates: One page, \$100; half page, \$50; quarter page, \$25; by the line, 50 cents.

MARCH 27TH ISSUE—NEWSPAPERS.

Press Day, Wednesday, March 20.

Every newspaper and publication office in the country, 21,739 in all, will receive a copy of this issue.

Advertisers and supply men, especially dealers in paper, printing inks, photo-engraving, half-tones, advertising novelties, electrotypers, stereotypers, type founders, printing presses, typesetting machines, metal and printers' furniture, as well as office supplies and furniture, will do well to take advantage of the advertising opportunity that this edition will give them.

Order and copy must be in hand by Wednesday, March 20.

Advertising rates: One page, \$100; half page, \$50; quarter page, \$25; by the line, 50 cents.

APRIL 10TH ISSUE—SCHOOLS.

Press Day, Wednesday, April 3.

A good many school managers are subscribers to PRINTERS' INK now, but for the purpose of increasing the subscription list of PRINTERS' INK among this class of people and securing many of them for a year's tuition in advertising as taught by PRINTERS' INK, it is the purpose to send a sample copy of PRINTERS' INK, issue of April 10, to every institution of learning catalogued in the American School Directory.

Papers which are valuable mediums in which to advertise a school, and those papers which make special rates for school advertising, will do well to advertise their merits and value, just as strongly as they know how, in this special edition of PRINTERS' INK. Advertising in this issue of PRINTERS' INK will bring the paper or magazine advertised to the attention of all school managers. The edition will be in the hands of these people at the most favorable time of the year to influence

their business—just before they make their contracts.

Order and copy must be in our office not later than Wednesday, April 3.

Advertising rates: One page, \$100; half page, \$50; quarter page, \$25; by the line, 50 cents.

ISSUE OF APRIL 24—HOTELS; SUMMER RESORTS.

Press Day, Wednesday, April 17.

For the purpose of interesting every hotel and summer resort proprietor in modern advertising methods as taught by PRINTERS' INK, the Little Schoolmaster in the art of advertising, as well as securing their subscriptions, it is the purpose to send a sample copy of PRINTERS' INK, of the issue of Wednesday, April 24, to all the hotels and summer resorts in the United States and Canada, as catalogued in the Official Hotel Red Book and Directory.

Newspapers that desire hotel and summer resort advertising, and those that maintain information bureaus for travelers—those that make special rates for this class of business—will do well to take advantage of the opportunity this edition will give them in presenting the value of their medium, and their inducements, to all the hotel and summer resort proprietors of the country.

This sample copy edition will be timely, inasmuch as the paper will reach the proprietors just before they make their contracts and decide on the plans to influence the tourist and vacation traveler. The right sort of an advertisement will secure their advertising contracts.

A page in this edition will cost a good deal less than a circular from your own office.

Order and copy for this edition must be in our office by Wednesday, April 17.

Advertising rates: One page, \$100; half page, \$50; quarter page, \$25; by the line, 50 cents.

THE LITTLE FELLOWS.

It is not the size that makes an ad successful. A small space that is filled with attractive copy and advertises a good article will bring better results than a space ten times its size that is poorly filled. It would be possible to name a dozen advertisers who have become well to do within the past ten years and who have never, as far as we have seen, used anything larger than a ten line space.—*Advertising, Chicago.*

The fac-simile published below is of interest as exhibiting the kind of contract made by the Royal Baking Powder Company with many papers. Occasionally a publisher is found who objects to contracts of this sort, but they are thought not to be a majority.

*Publisher of Journal Tribune,
Newville - Penn.*

From ROYAL BAKING POWDER CO.
100 William St., New-York, MAY 24 1900

Please publish articles as below, each one time, in Daily and Weekly, as pure, straight reading, on top half of fifth page, set in the same size and style of type and with the same style of heading as the pure reading adjoining, leaded or solid to correspond with such pure reading, to be surrounded by pure reading and without date, mark or anything to designate them as paid matter; and with the express understanding that they are not at date of publication or afterward to be designated or classed by any article or advertisement in your paper as advertisements, or as paid for or as emanating from us. Start with top one on list and publish, in same order, one week apart. Send marked copy of paper as each article appears, and bill as soon as the order is complete, and in bill please give names of articles and dates of publication.

752
750x

Price 21 00 Net

ROYAL BAKING POWDER CO.

M. R.

~~Do~~ Drafts will not be accepted for advertising bills,
Remittance by check on receipt of papers and
bill if found correct.

~~Do not publish except in accordance with~~
~~directions.~~

POSTER ADVERTISING.

A contributor to PRINTERS' INK suggests the following arguments in favor of poster advertising. He makes his statements pretty strongly. It is the sort of contribution that, if accepted and paid for, PRINTERS' INK would generally hand out to the writer the magnificent sum of \$2. The concluding sentence, however, seems to change the whole thing into an advertisement for which a proper charge, from PRINTERS' INK's point of view, would be \$50, estimating the space at half a page. The article is readable anyhow, and so we put it in and pay nothing and charge nothing.

Poster advertising has been the means used by a number of prominent firms all over the world to attain financial success, and the merits of this medium of publicity are becoming more apparent each year to the large national advertiser who caters to the taste of the universe, as well as to the local merchant whose territory does not extend beyond the borders of his own city.

The reason for this is noticeable in the fact of its adaptability to every line of business, and to the fact that it is the only practical method of effecting a quick, attractive and result-producing display. They meet you and greet you at every turn of the road, proclaiming the merits of the article advertised, and in short, impressive sentences tell you the story complete, in such a manner as not to be easily forgotten.

The improved methods of modern poster display advertising, the large amount of capital invested and the system employed give confidence to the merchant who anticipates an advertising campaign.

One of the advantages of poster advertising is the fact that you are not required to pay for surplus circulation that can be of no possible benefit to you in your business, as, for instance: Presuming you are in the retail business at Third avenue and 20th street, and the territory from which you expect to draw your trade does not extend over ten blocks north and south, and one or two blocks east and west. If you advertise in the local papers, how many copies of that particular paper go into your immediate neighborhood? Very few. Their so-called large circulation is distributed all through Manhattan, Brooklyn, Staten Island, up the State as far as Albany, out as far as Boston, and you have to pay for this large circulation, which goes into a territory from which you could never expect to draw any retail trade.

With posters all you have to do is get a list of locations in the particular territory from which you expect to derive your trade, and you pay only for circulation that goes right to your possible customers.

On the other hand, on a national

proposition, where you desire to attract the attention of the entire country to your product, posters are the most direct and most effective, for here again is where the other mediums make you pay for circulation that does not reach the people you especially want.

Each city of any importance has from two to ten local papers, each one appealing to a certain class of people, and consequently if you advertise in but one, you do not reach the entire public, and the chances are that you could not break anywhere near even to advertise in them all.

With posters it is a different proposition—the circulation of the poster displays is unlimited and reaches every class of people in any city in which you desire to advertise.

And the above shows conclusively that the medium of posters is equal to all the others combined—in that posters reach everybody—and the combined circulation of all the other mediums can only reach everybody.

The nearest possible rival to poster display advertising is painted signs. The construction of the boards is practically the same, but while painted signs are adaptable to only a few certain lines of business, poster advertising can be employed with gratifying results by every line of trade.

Poster displays can be executed covering every nook and corner of a large city such as the metropolis on twenty-four hours' notice, whereas just the reverse is the great drawback of the paint system. It requires from four to six weeks to effect anything like a fairly well balanced paint display, while poster displays seem to spring up in every corner of the city and country almost simultaneously.

Posters appeal to every class of people and cost the public nothing, while the other mediums appeal to only certain classes at the public's expense.

You can change the design of the posters on the boards any time desired, and contract for any period from one week up—and the virtue of it is that you need advertise only in your particular season. Painted signs must be contracted for from six months to a year, extending over certain seasons of the year of no possible advantage to your business.

The modern methods of poster display advertising are best exemplified by the enormous finely built plant and superb service offered by A. Van Beuren & Co. in the metropolis of the American continent.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$80 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly, 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

THE LAMAR DEMOCRAT has the largest circulation of any weekly paper in Lamar County. Official organ of Democratic party and of co. itself. To reach people in this section advertise in DEMOCRAT. LAMAR DEMOCRAT, Vernon, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It is the most intelligent of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ARKANSAS.

THE AFRO-AMERICAN, Madison, Ark., is a popular and widely circulated weekly newspaper devoted to the interests of the colored race. Advertisers reach these people by advertising in the paper that interests them. There is no paper that reaches this race so quickly as does the **AFRO-AMERICAN**. No similar paper in this section covers the same field as the **AFRO-AMERICAN**. For advertising rates and sample copies, address, **AFRO-AMERICAN**, Box 5, Madison, Ark.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MARVEL—US.—The substantial growth of East St. Louis, Ill., is a marvel. "With no Boom" it has increased one hundred per cent in a decade. Manufacturing interests have found in her contiguous coal fields and numerous railroad lines, the desired requisites for an ideal location. Her municipal institutions have kept pace with her commercial progress. Her church schools and public buildings evince the spirit of material progress while her excellent library, containing many thousand volumes, attests the ethical progress she has made. Advertisers cannot afford to ignore this growing metropolis, and can find no better medium to address the best citizens of East St. Louis than the **JUVENILE MONTHLY**. It reaches the progressive and intelligent citizens. It is the women's favorite. It is progressive. For rates address, **ADOLPH B. SUESS**, East St. Louis, Illinois.

INDIANA.

THE TIMES, Worthington, Ind., an independent Republican newspaper, published weekly and twice a week. Worthington is 70 miles south of Indianapolis, the State capital. It is a busy manufacturing center, with 13 weekly and semi-weekly editions. The Times reaches the homes of many prosperous families. Its value as an advertising medium is well established. Address for rates and sample copies, **A. PALMER & SON**, Publishers, Worthington, Ind.

IOWA.

THE MORNING REPUBLICAN, Ft. Madison, Ia. Only morning paper published there; est. 1882.

MAINE.

MUNYON says: "I made my fortune by advertising in the daily papers" in Rockland, Me., the only daily is the **TAR**.

If you want to reach Eastern Maine your ad must be in the Rockland COURIER-GAZETTE. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MICHIGAN.

THE ECHO, Harrisville, covers Northern Michigan.

MINNESOTA.

THE ROSEAU REGION, official paper of Roseau County, Roseau, Minnesota.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,332. It has a larger circulation than any other weekly paper published in Minnesota by at least 15,000 copies each issue. It is the advertising medium in excess of that of the Northern, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. **SVENSKA J. TURNER**, Publisher, Minneapolis, Minn.

MISSISSIPPI.

THE SOUTH is booming as never before in its history. Why not ride on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

NEW YORK.

THE GAEL—the leading American-Irish magazine—a handsomely illustrated monthly magazine devoted to the Literature, Language, Music, Art, Industries, Antiquities, etc., of Ireland. It is the only distinctively Irish literary magazine catering to the millions of refined and cultured Irish and Irish-Americans in the United States and Canada. Being the only non-sectarian and non-political Irish magazine published in this country, it is taken and read by members of all classes and of all denominations. Published monthly at 130 Nassau St., New York. Subscription price \$1.00 per year. Advertising rates on application.

NORTH DAKOTA.

THE SANITARY HOME, Agricultural College, N. D., is the leading food and game magazine in America. Circulation 5,000 copies, largest of any publication in North Dakota. The North Dakota Agricultural College has adopted this paper as the medium for publishing its bulletins and places the magazines in the hands of every teacher and educator in North Dakota. If you want to reach an intelligent class you can do so at reasonable rates. **E. F. LADD**, Fargo, N. D.

CANADA.

CANADIAN ADVERTISING is best done by **THE C. E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority. —*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising and aims to teach good advertising methods, how to prepare good copy and the value of different media, by conducting wide open discussions and by giving advice to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$8 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line, 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position if granted. Must be handed in one week in advance.

ADVICE on adv. mail order, \$10. Trials ads, any line, \$1. G. M. WATHAN, R. 86, Brownell, Lincoln, Nebraska.

REACH PROSPEROUS SOUTHERN PEOPLE
By placing your ad in THE ILLUSTRATED YOUTH AND AGE, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

If you wish to reach orange and lemon growers, vineyardists or fruit dealers, advertise in

THE RECORD

published at Ontario, California, in the center of the citrus fruit belt. Write for rate card and sample copy. RECORD PUB. CO., Ontario, Cal.

AUTHORS Manuscripts suitable for issuing in volume form required by established houses. Liberal terms. Prompt, straightforward treatment. Address

SEEKING A PUBLISHER. BOOKS, 141 Herald 23d St.

The Chebanse Journal

reaches an average of seven hundred well-to-do farmers every week. Rates 5c. per inch, each insertion: \$50 per year per column. The section and the medium both appeal to the advertiser. G. O. ERICKSON, publisher, Chebanse, Ill.

CORDON & COTCH, who have for nearly fifty years placed advertising for the principal firms in

Great Britain and Colonies are desirous of representing the interests of American houses opening up in these countries. 15 St. Bride St., London, and at Melbourne, Cape Town, etc.

GOD AND THE CITY.

By the Rt. Rev. HENRY C. POTTER, Bishop of New York. Cloth, 25 cents. May be ordered through any bookseller or will be sent postpaid for the price by the Abney Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

The Des Moines, Iowa, Democrat

is the only newspaper in a county of 125,000 inhabitants which is in full sympathy with the Kansas City platform. It is edited with ability and is read by thousands of people who will take no paper not in accord with their political views, and by many hundreds of people who do not take the dailies by reason of insufficient mail facilities. THE DEMOCRAT contains more inches of advertising than any weekly paper in the State. It is a 7-column, 8-page paper, well printed and issued every Friday. H. M. BELVEL, Editor and Proprietor.

THE MESSENGER

H. E. FAUBION, Proprietor

Has the best circulation of any paper ever published in the town. Special attention given to foreign advertising. Rates:

Single column, per inch, per month, 50 cents.
Double " " " " \$1.00.

Address

THE MESSENGER
Marble Falls, Texas

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Manual of Parliamentary Procedure.

An invaluable instructor in the right way of conducting a meeting, whether business, social or political every organization to be effective should conduct its meetings in a systematic and proper manner. This handy and reliable little book is issued to meet just such requirements and is the greatest help in an emergency. Price 10c. by mail.

FRED. W. STEARNS, Pub.,
319 Third St., Milwaukee, Wis.

TO REACH THE FARMERS

of Jackson County, Minnesota,
you should advertise in

THE LAKEFIELD STANDARD

Largest Paper. Largest Circulation.
Best Results. Lowest Rates.

ADDRESS

CRAWFORD & CRAWFORD, Proprietors,
LAKEFIELD, MINNEAPOLIS.

FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Flyer, which runs through the States of Minnesota, Montana, Washington and British Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars regarding the opening and population to LOUIS HALLE, editor "American Adviser," 87 Washington St., Chicago, Ill., who will furnish you all information free of charge.

THE TRUCK FARMER,
Monthly Magazine, \$1 a Year.
AGRICULTURAL IDEAS,
Monthly Paper, 25c. a Year.

TRUCK FARMERS'

DIRECTORY—1901.

Out March 15th. A few pages and advertising will be received at \$5 per page (7x10), \$15 1/2 per page, \$10 1/2 per page (including Directory). \$1.50 name, business and address, \$25 1/2 front cover; \$25 1/2 back cover; \$2 per copy (free to truck growers). Reaches 5,000 in Tex., Ark., La., Miss., Ark. Ok. and I. T. Names of all growers in Texas and what many communities have planted. Address J. G. JONES, Business Mgr., San Antonio, Tex. Particulars without good commercial rating must send cash.

The strength of our country.

"THE EDMORE JOURNAL,"

....ALL HOME PRINT....

"A LIVE PAPER FOR LIVE PEOPLE."

Located in center of Western Michigan's Great Fruit Belt and Potato-Raising Country.

J. R. WARREN, JR.

EDMORE, MICH.

El Regidor

Circulates over 1,500 copies per week. A popular and prosperous Spanish weekly. Widely read by a class of people who are influenced by advantageous offers made by advertisers. A splendid medium. Sample copies and advertising rates sent on request.

PABLO CRUZ, Publisher,
SAN ANTONIO, TEXAS.

THE ALEXANDRIA COUNTY JOURNAL

Established in 1897. \$1 per year in advance.

Overlook, Alexandria Co., Va.

A weekly newspaper that circulates freely in Washington, D. C., Virginia and elsewhere. *Practical Advertising* says "that it is a Puller."

THE FARM-POULTRY.

SURPASSES

in circulation rating any paper devoted to the live stock interest in the Northeastern States, embracing New York, New Jersey, Pennsylvania and the six New England States. In New England it equals the combined circulation of all such. Everyone of these subscriptions are paid in advance. Its subscribers are heads of families—those who do the buying. These are among the reasons why

FARM- POULTRY

pays the advertiser so handsomely. Rates and sample copy sent on application to

I. S. JOHNSON & CO.,
22 Custom House St.,
BOSTON, - MASS.



The Scranton Truth

An Independent Afternoon Newspaper.

Circulation over 16,000 copies daily. Printed in its own building, on its own Linotypes and Web perfecting presses. Volume 1, No. 1, Scranton 1856. THE SCRANTON TRUTH's circulation is mainly among regular subscribers at whose homes it is delivered by carrier.

BARRETT & JORDAN, Proprietors,
Scranton, Pa.

The Daily Reporter

Indianapolis, Ind.

is read by bankers, manufacturers, wholesale and retail merchants, professional and business men, etc. Has a circulation of 5,000 amongst a class who are able to buy, do buy and will buy.

THE REPORTER PUB. CO., Publishers,
77 Old Journal Building, Indianapolis, Ind.

Phillips & Co.,

1133 Broadway, New York.

ADVERTISERS ALL OVER
THE WORLD.

Among others we represent:

Mariani & Co., Vin Mariani; J. N. Jaros & Co., Russian Teas; Prince Brancaccio, Royal Table Oil; Lengert Wagon Co., Bloomer Safety Three Wheeler; Curo Chemical Co., Kuro Remedies; Medcura Soap Co., Medcura Soap; Frank Teller & Co., Royal Blue Cigars

We also have other large accounts under way. We are prepared to handle more. It is to *your* interest have *our* service, if you are a beginner or old-timer. We charge a fair compensation and do good, effective work.

THE ADVISOR,

published by us, is the leading advertising trade magazine in the world. Subscription price \$1 per annum, and choice of valuable premiums. Send for sample copy—mailed free upon request.

The ADVISOR is an example of our work.

PHILLIPS & CO.,
1133 Broadway, New York.

**50,000
CIRCULATION**

**20 Cents
PER AGATE LINE**

Results, our only inducement and most eloquent argument for advertisers to continue their orders with us. A TRIAL ORDER, single insertion, will show what OUR publication will do. Send us a one time order only. Key your advertisement and watch the returns and you will be another one of our best friends.

The Animal World,

Published monthly at
248 West 23d St., New York.

THE PATRIOT goes into nearly every home in Harrisburg and vicinity. It's a home newspaper, because it's the paper the Mother reads. The Mother does the buying and, naturally, buys from the advertisers in her paper—THE PATRIOT.

Are you using THE PATRIOT, Mr. Advertiser?

THE PATRIOT COMPANY, Publishers,
Harrisburg, Pa.

**100,000
ACTUAL
MAIL-
ORDER
BUYERS**

can be reached each month with an advertisement in

The Clifton Monthly

Rate, 40c. per agate line. Forms close 25th of month. Specimen copies and rates from any agent or

**THE CLIFTON MONTHLY,
39-40 Temple St., Waterville, Maine.**

Youngstown, Ohio, Vindicator

DAILY:
10,000

SUNDAY:
10,000

WEEKLY:
9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.
SPECIAL NEWSPAPER REPRESENTATIVES.

THE EVENING JOURNAL

JERSEY CITY, N. J.

AVERAGE DAILY CIRCULATION IN

1899 - 14,486 **1900 - 15,106**

There is no paper in New Jersey with a more respectable or better satisfied clientele of advertisers than the Evening Journal. The best houses in New York, Newark and all the establishments in Jersey City continually use its pages, because they find that advertising in the Journal pays.

THE BAPTIST :: :: COMMONWEALTH

A Modern, Up-to-date, Religious Journal.

Now in its Eleventh Volume. It has absorbed several of its most worthy competitors, until it stands at the head in its field. It is progressive, aggressive, well edited, and just the sort of a paper that appeals to home and family. *

ITS TERRITORY.

Pennsylvania,	110,000	Baptists.
Connecticut,	26,000	"
New Jersey,	55,000	"
Maryland,	16,000	"
Delaware,	2,100	"

NOTE.

Philadelphia has 38,000 Baptists and 100 Baptist Churches.

For advertising rates, sample copies, etc., address

THE BAPTIST COMMONWEALTH,
1420 CHESTNUT STREET, **PHILADELPHIA.**

(From *Indianapolis Press*, Oct. 20.)

ALoveStory in Politics.

Prohibition Organ Exposes the **AMERICAN FARMER**

Fairbanks, Heath, Hanna and Overstreet Said to Hold Stock in Solon L. Goode's Paper.

Any one who is acquainted with Solon L. Goode, of this city, never would accuse him of being the promoter of a smooth political game. Consequently, there was a genuine sensation in political circles here to-day when copies of the Prohibition national organ were received.

The article is entitled "Hornswogglng American Farmers." Mr. Goode is the publisher of the **American Farmer** of this city, and the most amusing charge launched against him in the long article is that he is publishing a serial love story, in which the hero abandons his burning passion at frequent intervals to ladle out large doses of straight Republican doctrine to the readers.

The **American Farmer**, it charges, has been merged privately into a stock subscription concern, and it prints an alleged fac-simile of the first page of the subscription list, with the following subscribers in order given: M. A. Hanna, C. W. Fairbanks, C. N. Bliss, John Hay, Jesse Overstreet, Charles Dick, Perry S. Heath, William Scott, following which are the names of nearly all the members of the Cabinet and their assistants and many Senators and Representatives.

A letter from Mark Hanna to Mr. Goode, indorsing the scheme, is repro-

duced in fac-simile, as is also a letter to Mr. Goode from Perry S. Heath.

It is charged that, armed with these letters of indorsement, Mr. Goode has visited Republican committeemen all over the country and EXTENDED THE CIRCULATION OF THE **AMERICAN FARMER** INTO EVERY SECTION.

THE POLITICAL LOVE STORY.

It is claimed that the **American Farmer**'s manner of preaching Republican doctrine, like the way of the heathen Chinee, is peculiar. It reproduces a letter in which Perry Heath seems to give Mr. Goode some first-class literary advice by advising him to publish a serial story, and the story is now running in the **American Farmer**, entitled, "On the Firing Line at Luzon; or, The Farmer Boy of Stubborn Hill."

In the first character the fallacy of free silver is set forth between the hero of the story and his father in the following argument:

"Why, father, can't you see that by establishing free silver, as you argue, would not give us bimetallism, but silver monometallism? Gold would be retired and be at a premium; there would be tremendous disturbances to our business interests; thousands of people would be ruined, and there would be no end to vicious speculation."

Then follow a few thrilling passages of the hero's love affairs.

It is charged that the paper's editorials are of the same insidious character. The * * * charges that Joseph H. Brigham, first assistant secretary of agriculture, is president of the company.

Few men in Indianapolis are better known than Mr. Goode. His office is on the eighth floor of the Majestic Building. It is claimed the **American Farmer** has a subscription list of 100,000.

Mr. Goode, when seen at his office, said he had no statement to make.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here are two very ingeniously worded ads for a loan business. They are just the sort of ads to make a right impression upon the people to whom they appeal. The man who wrote them knew exactly what he was talking about, and what sort of people he was talking to. These ads seem to make it so easy for a person in need of money to get it, that it would seem as though some people who were not very much in need of it would be tempted to borrow a little just for the fun of it. These people very shrewdly raise the standard of their business by likening it to a banking business; they make a possible customer feel that he has their full confidence, and they promise the secrecy that is so much desired by people who borrow money upon their salaries or personal property. I suppose these two ads are from a series of equally strong ones. They are certainly very plausible, and probably very profitable.

Secrecy

Our business would be small indeed if we did not protect our clients with absolute secrecy.

A large share of our clients could borrow from their friends, but they don't want their friends to know about their little temporary difficulties.

You may be sure that no one outside of our office will ever learn of any transactions we may have.

We loan small sums on unindorsed notes to parties holding good, permanent positions.

We also loan on various kinds of personal property without removal.

It is Our Business To Do what a Bank won't Do

The old fashioned "conservative" methods of banks make it impossible for many people to get a little money when they are greatly in need of it.

Our methods are modern. We do a sort of a banking business without the bankers' red tape. We loan small or large sums of money to people who hold good, permanent positions, and give them the privilege of paying it back in small weekly or monthly installments. The fact that a person has held and is still holding a responsible position with a reliable firm is the best kind of evidence that he is reliable himself.

We trust him on the strength of that fact.

Banks will not do so.

We also loan on household goods and store fixtures without removal.

All business is strictly confidential.

Billiards and Pool.

Good Players

in the games of pool and billiards want good tables. Likewise the novice feels more at home on a perfect green surface. Experts say our ten tables are the finest in the city.

Very Timely.

Spring's Coming

It will not be long before you'll be looking over your harness to see if it is fit for another summer. Look it over now and take time by the forelock.

If repairs are needed, we can make them better for you than any concern in town; cheaper, too. If you find you want a new harness, you'll make no mistake in coming to us for it.

*Livery Stable.***You Can't Afford to Walk**

about in mud and slush, if you've much outdoor business to do. You know how quickly it ruins good shoes and clothing, to say nothing of the colds and other discomforts it brings. It is cheaper to "Hire of Harv.," and ride.

*Carries Conviction.***A Coal Bargain!**

We have been very fortunate in securing a few boat loads of a particularly high grade Lehigh pea coal. This coal is very hard and durable, bright and clean, and of large size, almost as large as some grades of chestnut and is a very desirable and economical fuel for the kitchen stove or range.

The price of this coal is \$4.25 per ton, and it is a better fuel than a great deal of the chestnut coal sold by some dealers, at \$5.50 per ton.

An Excellent Ad for an Oculist and Optician.

Plainly speaking, my work is that of both oculist and optician—an ophthalmist. My whole time and attention are given to the fitting of glasses, while I have several skilled eye surgeons who do my surgical work for me according to my ideas. Every possible effort is made to make both the eyeglass part and the surgical part as near perfection as can be. The methods used, coupled with skill, care and competence, have earned the heartiest commendation of thirty-seven physicians and an enviable reputation. Read my new book—valuable, interesting—free.

Constant headache above the eyes or at the back of the head, with or without dizziness, and blurred, painful vision is invariably caused by eye-strain. Forth Methods and Glasses give prompt, positive, permanent relief. Terms, including examination, \$2 and upward.

Working or pleasureing, slipping, tilting glasses are most annoying, and the pinching—how exasperating. Forth Clips, attached to any eyeglass, end the trouble—35c.

*Inviting.***Any Night**

you have a leisure hour and want to spend it with profit and pleasure, come down to the Capitol parlors and play a game of pool or billiards. Finest tables in the city, and everything first-class. Pool, $2\frac{1}{2}$ c per cue; billiards, 40c per hour. Ten tables.

*Good Enough.***The Best Spring Tonic is Bowling**

Don't you think so? Then you have never tried.

You never find a bowler hunting around drug stores for spring bitters and other patent medicines to relieve himself of a tired feeling.

That sort of feeling in a bowler is conspicuous by its absence.

*Well Said.***They Seem to Like the Beer**

Those who have tried the Fidelio, made by Koehler & Co., which we handle, are more than pleased with it.

After ordering one case they have promptly ordered more of it, and the result has been many steady customers.

We'd like to enroll you among these steady customers, and we know we can if you'll give us a trial order.

*For a Bank.***Hundreds of People**

have tried and proved the soundness and good management of this institution. They know the strength of its vaults and the honesty of its directors. They know how courteously it treats depositors and how well it guards and protects their interests.

The number is growing. You are cordially invited to add your name to the list by opening an account with the People's Bank & Trust Co.

\$1 and upwards received.

4 per cent interest paid.

Cash capital, \$200,000.

Surplus, \$100,000.

No Horse Owner Will Get Away from These Headlines.

Benjamin's Now After Your Horse

He has made your hens lay, now he wants to make your horse well.

If your horse isn't sick he wants to prevent the animal from getting so.

He can do it with the aid of Benjamin's Food for Horses and Cattle.

It's just the thing the animal wants as a safeguard against disease.

25 cents a package.

A Good Shoe Story.

Women's High Top Walking Boots

Were \$3, now \$1.98.

Because we have too many, we have reduced the price of our \$3 high top walking boots to \$1.98.

Every woman should have a pair of these boots. They have ten inch tops—about three inches higher than the ordinary, which makes them especially suitable for skating, rainy day and general walking wear.

Two styles; one of fine box calf, slightly mannish in style, with brass eyelets; the other of kid with patent leather tip and black eyelets.

Both styles were \$3 and both are now \$1.98.

Sensibly Said.

Woolen Underwear

spring and summer weights.

A few years ago a man was laughed at who spoke of wearing woolen underwear during the spring and summer. Now everybody commends it. Not only physicians and authorities on hygiene, but the trade generally. Very naturally, too. Is it not logical that underwear which will absorb all perspiration and leave the skin natural with a healthy glow is more healthy than underwear which leaves the skin cold and clammy. We sell the Normal Sanitary Wool Underwear. If we could get better we would.

Special Sale Ad for a Tailor.

Close to Cost

and nearly cost to close the winter's tailoring. \$1 to \$2.50 saved on trousers, \$5 to \$10 on suits, \$5 to \$10 on overcoats. Winter goods, but they are worn into April—so you'll get your money's worth in wear in the meantime.

No skimping in the work or lack of finish because prices are reduced.

Every suit we make you is a bid for the next order.

Ready-mades are high, by comparison, since we opened business.

This One Will Stop the Farmer's Wandering Eye.

"Hog Tight"

Here's a fence that's hog tight and pig tight; stock turned against it are absolutely confined and safe from all injury.

It's made from the best galvanized steel wire that can be produced for fence purposes. It's easily set and makes a really handsome fence when used on the farm.

It costs less per pound than barbed wire. It's the "American Fence," and we're sole agents.

Now is the time to investigate the fence question. We can help you to reach right conclusions.

For Wallpaper.

It Is One Thing

to cover up a wall. It is quite another to decorate it. Any cross-roads wall paper dealer can do the one, but it takes an artist to accomplish the other. If you only desire to hide the discolored plaster, go to any old place and get the paper.

Decorations, we presume, are your desire—artistic and harmonious designs that will delight your family, making home more cheerful than ever.

In selecting papers from our perfect stock you have the comforting assurance that whatever is chosen is in strict harmony with the canons of good taste; and the knowledge that the lowest prices are your privilege here.

The Only One and That's
THE
Kansas City Times

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

The Best Medium

THE KANSAS CITY TIMES covers an exclusive field but not a limited one. THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

THE KANSAS CITY TIMES

A. A. LESUEUR, Editor. RAYMOND P. MAY, Business Manager.

S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

*The Hoyt-Kent-Sefton Co.,
Department Store.*

*100-104 Euclid Ave.,
99-105 Prospect St.,*

Cleveland, Ohio, Feb. 23, 1901.

H. N. RICKEY,
The Cleveland Press,
City.

DEAR SIR: Several weeks ago our firm put in a line of Encyclopedia Britannica on the weekly payment plan. We began by publishing three quarter page ads in all the Cleveland dailies, attaching coupons, so that we might know where we were getting the best results. The returns from our Cleveland Press advertisements far exceeded all the other papers combined. So apparent was it that the Press was bringing us 75 per cent of the business, that we discontinued all our Britannica ads in all Cleveland dailies, excepting the Cleveland Press, and have since been using your paper almost exclusively. Last week we placed a line of this same advertising in one of the dailies on a second trial. The result does not warrant us in trying it again. Next week the ad goes back in the Press to stay as long as we run this line of business.

Very truly yours,

GEO. W. UHL,
Advertising Manager for
The Hoyt, Kent, Sefton Co.

The letter reproduced on the opposite page is an unsolicited testimonial which speaks for itself.

It was sent to the Cleveland, Ohio, Press by the advertising manager of one of Cleveland's largest stores.

Book publishers and advertisers in general should profit by the experience of this house.

Don't waste money in experimenting on other newspapers, when it's a known fact that the Press will bring more returns than all the other papers combined.

There is no doubt if the Press was seeking testimonials it would receive endorsements from almost every merchant in Cleveland.

The Cleveland Press is one of the four papers comprising the Scripps-McRae League.

The other three are the Cincinnati Post, St. Louis Chronicle and Covington Ky. Post.

Advertisers desiring honest actual paid circulation at the lowest possible cost should secure rates, sworn-to statements, etc., etc., from F. J. Carlisle, General Advertising Manager, 53 Tribune Building, New York, or 116 Hartford Building, Chicago.

Unlike Shakespeare!

NEW YORK, February 20, 1901.

I read PRINTERS' INK regularly; especially your ad. I was sorry to see you repeat this week. There must be some good reason for it. Maybe you could make a good ad out of the reason.

THE above communication was written on a postal card and although I am averse to publishing anonymous letters I thought it due my patrons to offer an explanation. I am a busy man and write my advertisements whenever the opportunity presents itself. I was suddenly attacked with La Grippe, and not having any copy ready, deemed it better to repeat than miss an issue. This is the fourth time in seven years that any of my advertisements have been repeated, and considering that I have to sell ink for a living, I think it should be overlooked.

My competitors would be tickled to see my ads remain the same, as they know that my success has been founded in changing the copy weekly. "Ink Thinks" hires an expert to write their literature and gives him carte blanche orders to sling mud at Printers Ink Jonson even if he has to resort to lying. This fellow's salary is not a meagre one by any means, but the ink house can stand it just as long as foolish printers pay them two or three dollars for inks which I am glad to sell for **one dollar**. Don't waste your money any more. Send for a copy of my price list and resolve to pay cash even if you have to borrow it. When you buy from me, you are not charged for salesmen, book-keepers, collectors, advertising experts and dead beats, which necessarily follow a credit business! I save all these expenses by my cash-in-advance system, and give the benefit to my customers. When my goods are not found as represented, I buy them back and pay all transportation charges.

ADDRESS

PRINTERS INK JONSON,
10 Spruce Street, New York.

Street Car Advertising.

The present is an age of advertising, the first in a genuine sense the world has ever known. It is one of the dominating forces in commercialism to-day. The fortunes of trade that have been, and are being made, recognize advertising as their most important factor. In a word, publicity is necessary to business success. There are many kinds of advertising for successful publicity. Newspapers, magazines, billboards and street cars stand out as the most prominent and profitable.

Fifteen years ago, street car advertising was comparatively an unknown quantity. Contrast this statement with the conditions existing at the present time.

Many firms use street car advertising in combination with other mediums. Again, some firms do not use the street cars until after their business has become well known to the public through the columns of the big dailies, weeklies and other periodical mediums. As a pure reminder there is absolutely nothing so direct and striking as a card in a street car. As an introducer it is largely a question of selection. Some articles can be unquestionably forced into a popular sale through the use of transit lines only. Others achieve better results when assisted by other methods. As to the general value of the street cars, and their permanent place among advertising methods, there is no longer any question.

Able and enterprising advertisers readily appreciate the power of the street cars as an advertising medium, and are quick to take advantage of their legitimacy in order to attract attention to their wares. In no other advertising is there the same opportunity for effective display in color effects, as well as for the reproduction of trade-marks, or other special features. The influence of an attractive card in the cars is not restricted to any class, but appeals to all classes. It reaches the masses. Results are sure.

Do not run away with the idea, though, that you can plant to-day and reap to-morrow, for you will be disappointed.

Street car advertising in this respect, is like all other advertising—there is a seed time, a hoe time and a grow time before you harvest.

Street car advertising has a certain value. When the price is raised beyond what the buyer of space deems it worth, or if a buyer is charged for something he does not get, advertisers should withhold their patronage from the firms demanding such charges.

The question the prospective street car advertiser considers is where, when and through whom to place his advertising. It's the same question that confronts an advertiser when making up his yearly appropriation. He knows that this is an age of specialists, specialists in everything. A specialist, reduced to what he ought to be, is a person who possesses an unusual adaptability for a certain kind of work, exceptional opportunities for doing such work better than anybody else, one who combines good business judgment with absolute honesty, one who attends to business intrusted to him with a fidelity as if it were his own. Anybody can accord fair treatment when there is no opportunity to act otherwise. You should know before



DYSPEPSIA-INDIGESTION-CONSTIPATION
RIPANS TABULES
ONE GIVES RELIEF

you place your order that you will be dealt with justly and honestly under all circumstances.

It is not without care that a street car advertiser can always make certain that all his cards are exhibited that are charged for in the bill. To go over the whole country to all points where the car lines are found cannot be accomplished in a day; but he may select one city now, another later on, thus pursuing his inquiries, and if he finds all as it should be, he may have confidence that the same conditions would be found elsewhere.

George Kissam & Co., whose offices are at 253 Broadway, New York City, claim to give their patrons the most satisfactory street car advertising service in this country. Their patrons get all they pay for; and in placing cards, Kissam & Co. generally give the advertiser a certain ratio of extra cards for good measure.

Some time ago the Ripans Chemical Company of New York City, through their advertising agents, Geo. P. Rowell & Co.,

made an advertising contract with Geo. Kissam & Co., the well-known street car advertising firm, for advertising to be placed in the cars and stations of the Brooklyn Elevated Railroad, the advertising privileges for which are owned by the latter firm. According to the contract the Ripans Company were to receive 297 double size car cards, equal to 594 single cards; 189 station posters and 80 framed station cards, or a total of 863 announcements. In due time an itemized bill for the service was received by the Ripans Chemical Company.

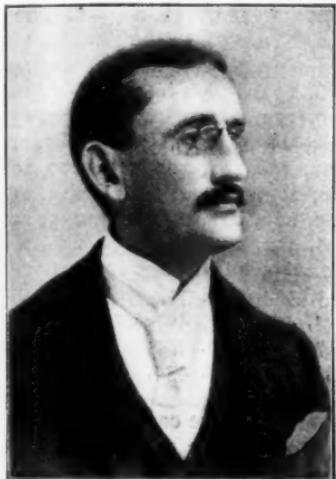
When a merchant buys a bill of goods and the goods are delivered, his clerks check the goods received with the bill rendered. If there is a shortage it is soon discovered. Likewise, when an advertiser contracts for a certain amount of space, he desires some proof that he is getting what he pays for.

Hence, when the Ripans Chemical Company received the bill for the space used by them in the Brooklyn Elevated cars and stations, desiring to satisfy themselves that they were getting all that their contract called for, they requested their advertising agents, Geo. P. Rowell & Co., to make an investigation. This was simply a matter of business.

Messrs. Rowell & Co. designated Mr. T. F. Kennedy, a careful and painstaking man, and instructed him to make a thorough and exhaustive examination of all the cars and stations called for in the bill, to determine whether the Ripans Chemical Company were receiving anything less than the full number of advertisements to which they were entitled.

Mr. Kennedy devoted a considerable portion of five days to the work, visited all the stations on the road, and entered every car in the service of the company. This inspection necessitated much tedious and difficult attention to detail. The results, while not exactly easy to obtain, were satisfactory in the end, because, instead of showing a possible discrepancy, they proved that the Ripans people were receiving something more than they purchased.

In three hundred and three cars Mr. Kennedy found a double size card of the Ripans Tabules, equal, according to agreement, to six hundred and six single cards, and in one hundred and twenty-one of these cars he counted an extra card of the Ripans girl. In addition, fourteen of these last mentioned cars, each had the card, "Open your mouth," etc. Thus it will be seen that while the bill specified 863 announcements,



MR. T. F. KENNEDY.

1,006 were given—an excess of 143; no charge being made for the extra service. Following is the report of Mr. Kennedy's investigations:

NEW YORK, Feb. 11, 1901.

RIPANS CHEMICAL COMPANY,
10 Spruce Street, City.

GENTLEMEN:

Referring to the attached statement of Geo. Kissam & Co., I have checked your advertisement on the Brooklyn Elevated Railroad and find a DOUBLE SIZE card in the following cars: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 97, 98, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 225, 226, 228, 230, 233, 235, 236, 238, 241, 244, 245, 246, 247, 248, 252, 253, 254, 255, 256, 266, 267, 270, 272, 274, 275, 276, 279, 280, 283, 284, 287, 291, 293, 295, 296, 297, 298, 300, 302, 303, 304, 305, 306, 307, 308, 309, 310, 309, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 430, 431, 436, 437, 438, 439, 440, 257, 196. Total 303 cars.

I would state further that in 121 of these cars I counted an extra card of the "Ripans Girl" and of these 121 cars about 14 have an additional Ripans card which begins as follows—"Open your mouth and shut your eyes," etc.

The following stations have three posters on each: Johnson st. (Post Office), City Hall, Fulton and Flatbush ave., Atlantic and Flatbush ave., St. Marks and 5th ave., Union st. and 5th ave., 3rd st. and 5th ave., 9th st. and 5th ave., 16th st. and 5th ave., 20th st. and 5th ave., 25th st. and 5th ave. (Greenwood), 36th st. and 5th ave., 40th st. and 3rd ave., 46th st. and 3rd ave., 52d st. and 3rd ave., 58th st. and 3rd ave., 65th st. and 3rd ave. (city line), Navy and Myrtle ave., Loop, Vanderbilt and Myrtle ave., Washington and Myrtle ave., Grand and Myrtle ave., DeKalb and Grand ave., Greene and Grand ave., Franklin and Lexington ave., Nostrand and Lexington ave., Sumner and Lexington ave., Reid and Lexington ave., Halsey st. and Broadway, Chauncey st. and Broadway, Manhattan Junction and Broadway, Alabama ave. and Fulton st., Van Sicklen ave. and Fulton st., Cleveland ave. and Fulton st., Norwood ave. and Fulton st., Crescent ave. and Fulton st., Cypress Hills Cemetery,

Broadway Ferry, Driggs st. and Broadway, Marcy ave. and Broadway, Hewes st. and Broadway, Flushing ave. and Broadway, Park ave. and Broadway, Myrtle ave. and Broadway, DeKalb ave. and Broadway, Fulton Ferry, Washington and York st. and Bridge and York st., Myrtle and Grand ave., Franklin and Myrtle ave., Nostrand and Myrtle ave., Tompkins and Myrtle ave., Sumner and Myrtle ave., Broadway and Myrtle ave., Evergreen and Myrtle ave., DeKalb and Myrtle ave., Knickerbocker and Myrtle ave., Wyckoff and Myrtle ave. (Ridgewood), Brooklyn Bridge (5), Bridge st. and Myrtle ave. (6), Gates ave. and Broadway (1). Total number of posters, 186.



The walls. The station at the corner of Tompkins and Lexington avenue is now being repainted and all boards are down.

Very respectfully,

T. F. KENNEDY.

This experience of the Ripans Chemical Company is decidedly suggestive. It deserves the consideration of advertisers in general, and if it is absorbed as it should be, the number of successful street car advertisers will be materially increased.

Starting advertising a few years ago in a modest way, the business of the Ripans Chemical Company has steadily advanced until now, through an increased and liberal use of newspapers, street cars and billboards, Ripans Tabules have become well known to both the trade and the public.

It is estimated that 135,000 people ride on the Brooklyn elevated roads every day. According to human nature they read the cards. The opportunity thus to create a strong impression by reaching all these people daily has been found of great advantage to advertisers—Ripans among them. Ripans advertising has been so attractive, so strong and convincing, that an exceptionally large and permanent sale of the tabules has been assured.

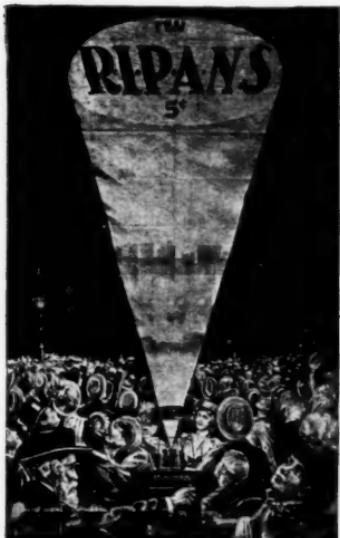
The other card referred to is also reproduced here. The man's ready compliance with the maid's request, "Open your mouth and shut your eyes," and so on, conveys the impression that he knows what is coming, and, perhaps, is glad to get the little tabule.

An attractive card is that of the Ripans girl. It pictures, in colors, a pretty young



woman, fashionably attired, gazing up at the oddly lettered word, "Ripans." This card makes an agreeable picture and is greatly admired.

The large black and white double card—"Ripans Tabules, one gives relief"—shown on a previous page, makes a striking appearance, and its liberal size lends additional prominence to the reading matter.



Passengers on the elevated roads of Brooklyn have become familiar with the colored poster shown here. This poster is placed on all the station platforms. It shows a curious crowd gazing upward at the reflection thrown upon the clouds by a searchlight. In the circle formed by the light appears: "Ten Ripans, Five Cents."

The advertiser who insists on getting a full and complete showing, should use the street cars. He can check advertising in them and advertising that can be checked is the right kind. The reason for the large variety of car advertisements is that the cars are used by everybody, and everybody reads the cards. They never fail to attract attention.

The extent to which the cars are patronized by the largest advertisers in the United States verifies this statement. They get results.

If you are interested in the successful promotion of any specialty and will advise of its nature, and the territory wherein it is being pushed, Geo. Kissam & Co. will be pleased to outline the ways by which you can use their services.

They control the exclusive advertising privileges in over five thousand regularly operated cars in the principal cities of the United States and Canada, including, among others, New York City, Brooklyn ("L" and Surface), Buffalo, Albany, Troy, Schenectady, Utica, Rochester, Amsterdam, Newburg, Jamestown, Gloversville, Herkimer, Mohawk, and Ilion, N. Y.; Newark, Trenton, Elizabeth, New Brunswick, N. J.; Pittsburg, Allegheny, and Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin, and Springfield, Ill.; Cincinnati, Columbus, and Hamilton, O.; Minneapolis, St. Paul, Stillwater, and Duluth, Minn.; Milwaukee, Madison, and West Superior, Wis.; Denver, Col., and Hamilton, Can.

Those who desire information on the subject should consult with Messrs. Geo. Kissam & Co., 253 Broadway, New York City, or through any of their branch offices.

RIPANS

DURING the winter season the human organism consumes a great deal more heavy food—starchy and fatty matter—than at any other. Toward spring its machinery may be clogged—hence the weariness and lassitude so many people experience in the springtime. People with a strong organism may be able to throw off without ill effects the debris which have accumulated in the body, but those, who are not so fortunate require help. Ripans Tabules are the ideal remedy to rid a clogged organism from impurities, clear the blood, stimulate the internal organs to healthy activity, and put the body in shape to do a good, honest day's work for self and employer.

Ripans Tabules are a clean, unobjectionable remedy, and the people believe in them. They are for men, women and children. One gives relief.

Sold at druggists.

Ten for 5 cents.

A FAMILY BOTTLE CONTAINING 150 TABULES IS SOLD FOR SIXTY CENTS.

Thirty-third Year.

American Newspaper Directory

for 1901, first quarter, is *now* ready for delivery. It is the first installment of the new century and the thirty-third year of its own consecutive publication.

It contains the latest circulation ratings of the American press—and a radically revised list of all the newspapers and trade publications—and it is without a doubt the most comprehensive and complete guide for advertisers everywhere. It is a reliable adviser and money saver and of an unusual value whenever an important question regarding the character and quality of a publication needs to be decided.

\$5 Carriage paid.

Sent to any address upon receipt of price.

GEO. P. ROWELL & CO.
10 Spruce Street, New York.